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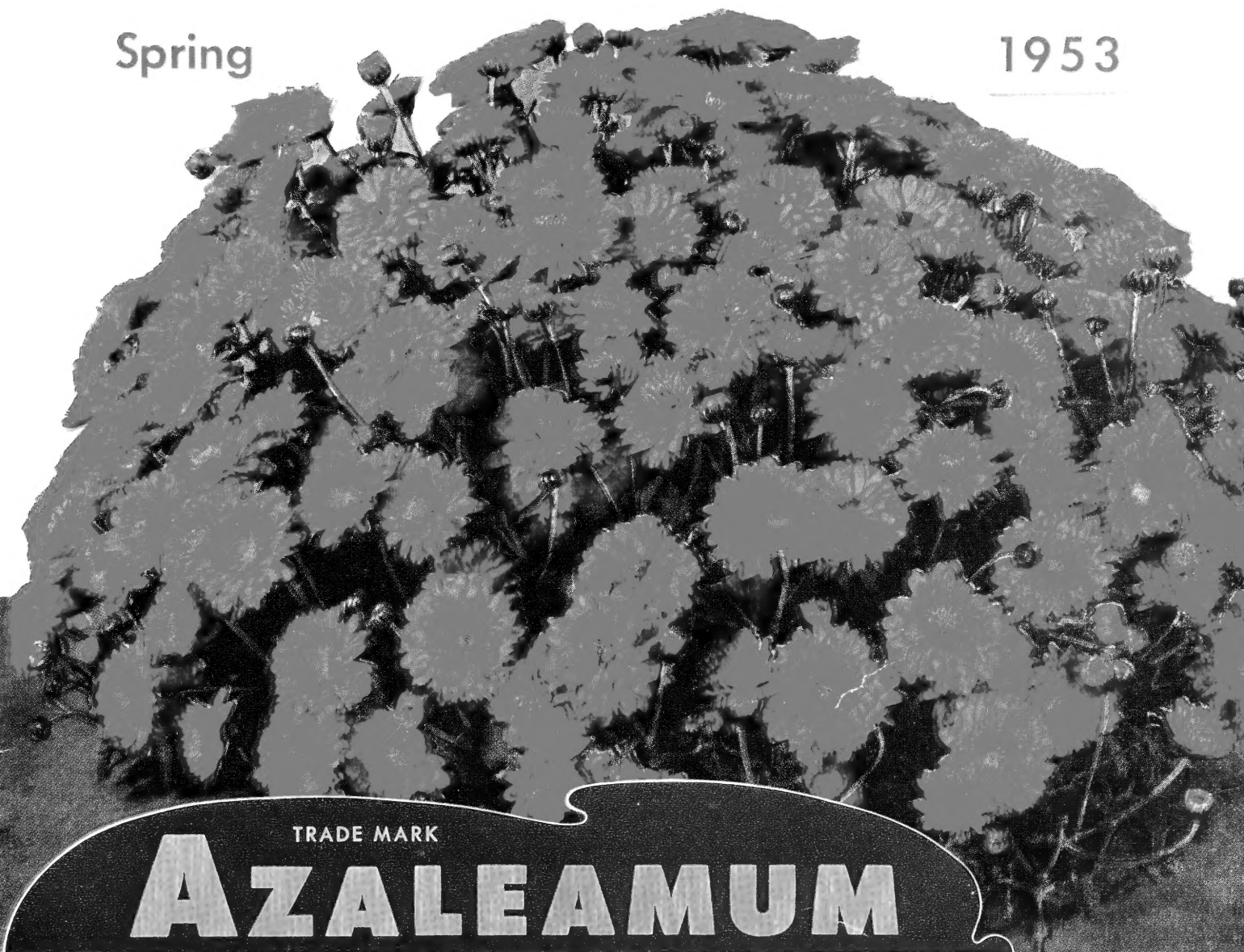


Kellogg's

# FAMOUS FLOWERS AND FAMOUS FRUITS

Spring

1953



TRADE MARK

# AZALEAMUM

®

*Blazing Red* Plant Patent Applied for

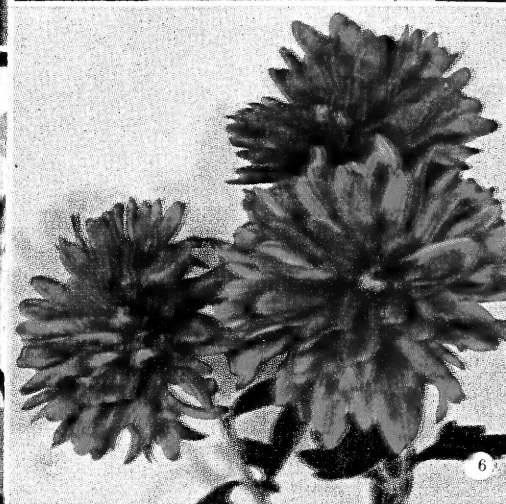
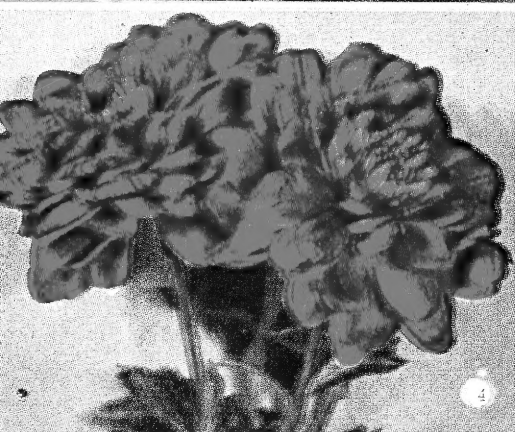
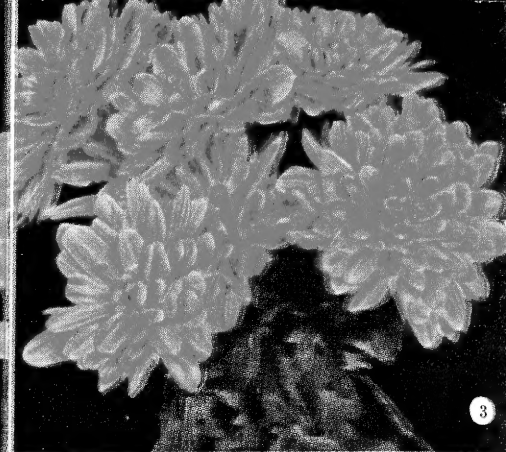
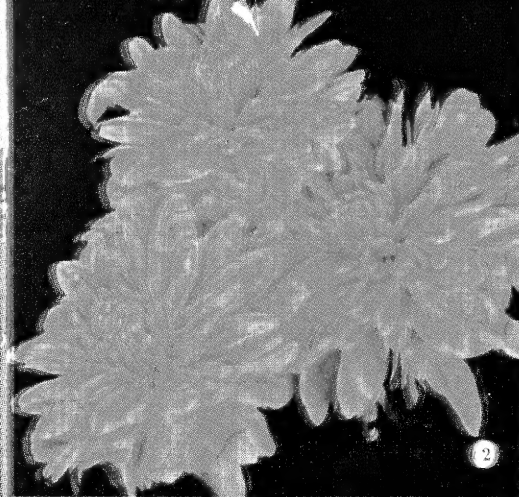
If *flowers* are what you want, and if *color* is what you want in your flowers—here you are! Blazing Red is a winner on every count. It blooms and blooms and never gives up until hard frost arrives. The rich flashing, blazing red color is a beacon to all who see it, inviting them to come and admire. The plant grows 12 to 14 inches in height and 15 to 18 inches in width.

A word to the wise: we always run short of plants before the season is over. So order now and be sure!

**PLANTS FROM 2-IN. POTS: \$1.00 each; 2 for \$1.85; 4 for \$3.55; 6 for \$5.10; 12 for \$9.60**  
(By buying a dozen plants, you save \$2.40)

## R. M. KELLOGG COMPANY

THREE RIVERS, MICHIGAN



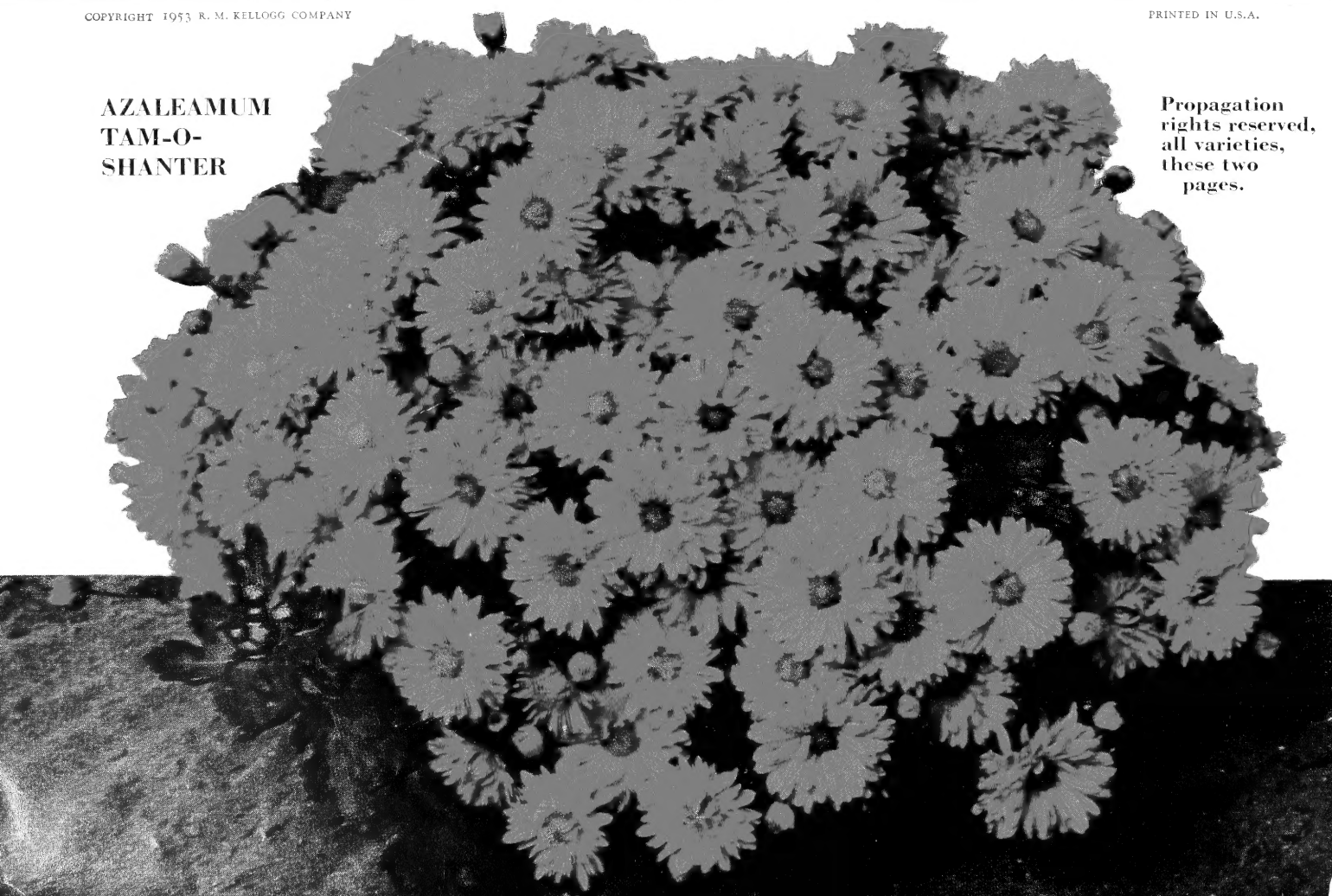
# TAM-O-SHANTER Azaleamum

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PRINTED IN U.S.A.

AZALEAMUM  
TAM-O-  
SHANTER

Propagation  
rights reserved,  
all varieties,  
these two  
pages.





# AZALEAMUMS

.... a bushel of beauty per plant

These extra-fine hardy perennials were first introduced by us twenty years ago. Since then we have produced many new varieties in various types and colors. All are prolific bloomers that make a spectacular picture in any garden. Starting small in the spring, they quickly develop into large, bushy plants.

*Important:* The word AZALEAMUM is our trade-mark and must not be used by any other firm or individual, except to identify Azaleamum plants produced by the R. M. Kellogg Co. or its duly authorized licensees.

## SIX BRAND-NEW BEAUTIES ON OPPOSITE PAGE

- |   |   |   |
|---|---|---|
| <p><b>1. HALLOWEEN MOON.</b> Delicate pink, ball-shaped flowers. The very first year the plant bears hundreds of blooms.</p> <p><b>4. JACK-O-LANTERN.</b> An unusual color that will remind you of a pumpkin. It looks well with Will-o-the-Wisp.</p> | <p><b>2. WITCHES GOLD.</b> Rich golden yellow, clear and bright. A plant in bloom makes a sizable mound of color.</p> <p><b>5. WILL-O-THE-WISP.</b> An elusive and delicate tone like a candle flame, with soft lavender shading. Most appealing.</p> | <p><b>3. WINSOME WITCH.</b> Beautiful royal pink that is simply irresistible. To see it is to want it for your own garden.</p> <p><b>6. RED WITCH.</b> Deep, glowing burgundy-red—a favorite color in any flower. The blooms actually overlap on the plant.</p> |
|---|---|---|

Plants from 2-in. pots: \$1.00 each; 2 for \$1.85; 4 for \$3.55; 6 for \$5.10; 12 for \$9.60.

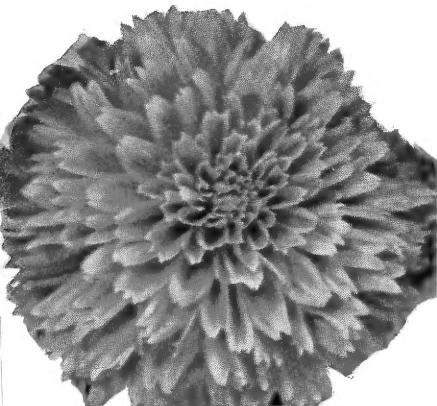
### SPECIAL COLLECTION:

1 each of these 6 Brand-New Beauties, plus Blazing Red and Tam-O-Shanter, 8 plants, for only **\$6.40**

*Tam-O-Shanter*

From August to frost you will enjoy this bright orange beauty. An entirely unique color in Azaleamums. Blooms early and heavily. Hardy and delightful in every way. Plants from 2-in. pots: \$1.00 each; 2 for \$1.85; 4 for \$3.55; 6 for \$5.10; 12 for \$9.60.

## The First Real Orange Color



**CARNATION ROSE.** Pat. 660. Has the form of a carnation and the color of a warm pink rose. Bears hundreds of blooms.



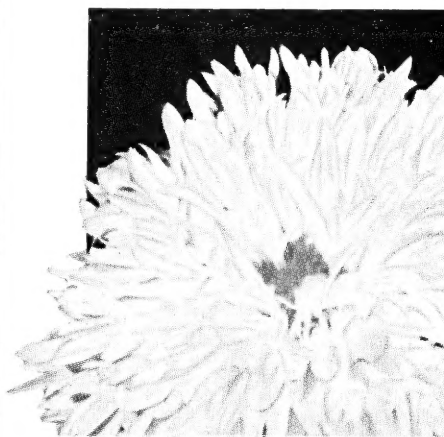
*Special*  
1 each of  
these 6 varieties  
for only **\$3.60**

**Special Riot of Color  
Collection for only \$9.95**

(This includes one each of the Azaleamums illustrated on these two pages, plus Blazing Red—14 plants in all)

**SPECIAL OFFER:** 12 PLANTS, our selection, for only **\$5.95**

75c each; 2 for \$1.35; 4 for \$2.55; 6 for \$3.70; 12 for \$6.25



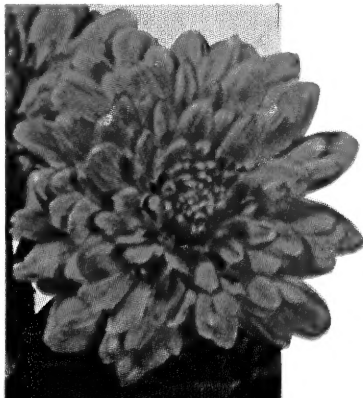
**SNOW FAIRY.** Large, pure white blooms. The petal edges are feathery, giving a nice fluffy effect. Always good.

**PINK DREAM.** Pat. 865. Soft silvery pink that charms everyone who sees it. Velvety texture; center touched with yellow.

**HONEY CHILE.** Pat. 871. Magnolia-purple, giving the effect of dark pink. Withstands early frost without damage.

**NUGGET.** Pat. 802. Dresden-yellow, not affected by hot weather. An early and profuse bloomer, lasting till frost.

**SWEETHEART.** Dark, glowing pink, even brighter and prettier than is indicated by the picture. A winner.



# MUMS—the word for garden beauty!

Surprised that these large-flowered Mums can be grown outdoors in your garden? They can! And what's more—they are easy-to-grow, hardy varieties that will thrive in all climates and will survive the winter.

## New LEMONETTE

Here's a new Mum—huge and beautiful and altogether desirable. In color it is a lovely lemon-yellow. The flowers are of florist type and they reach 5 inches in diameter or even more. Budding makes them even bigger. It blooms from August to frost, with up to a dozen flowers on a plant. **\$2.25 each; 2 for \$4.25; 4 for \$7.95; 6 for \$10.50.**

*Propagation rights reserved*

## and The Golden Touch

This one “goes with” Lemonette just as surely as ham with eggs. Together they make a perfect pair, each enhancing the other. The color is rich, deep golden yellow. Large, full blooms that really must be seen to be appreciated. Wonderful ornamental form, like a greenhouse Mum, and 5 inches in width. No tricks are needed to have bloom from late August until frost. **\$1.00 each; 2 for \$1.85; 4 for \$3.55; 6 for \$5.10.**

**Special!**

**3 each of  
Lemonette and  
The Golden  
Touch for  
\$7.80**







## ***Touslehead***

Pat. 1020. Another new, enormous Mum of the greenhouse type which has moved into the open because part of its parentage included hardy outdoor varieties. Blooms are 4 to 5 inches across, or larger if disbudded. The pure light pink to orchid color is truly luscious; it varies somewhat with the soil and season. Give Touslehead good garden soil and protection over winter. \$1.00 each; 2 for \$1.85; 4 for \$3.55; 6 for \$5.10.

## *Collection Special*

One each of BETTY LOU, YELLOW FELLOW,  
THE GOLDEN TOUCH and LEMONETTE

**4 BIG MUMS for only \$3.95**

## ***Betty Lou***

A charmer with white flowers modestly touched with dainty pinkish yellow in the center. Blooms are nearly 3 inches across. 75c each; 2 for \$1.35; 4 for \$2.55; 6 for \$3.70.



## ***Yellow Fellow***

Big, bright and bold. The brightest yellow of all—like flashing gold. Full, well-formed flower heads with plenty of petals. 75c each; 2 for \$1.35; 4 for \$2.55; 6 for \$3.70.



# "Dazzling Dozen"

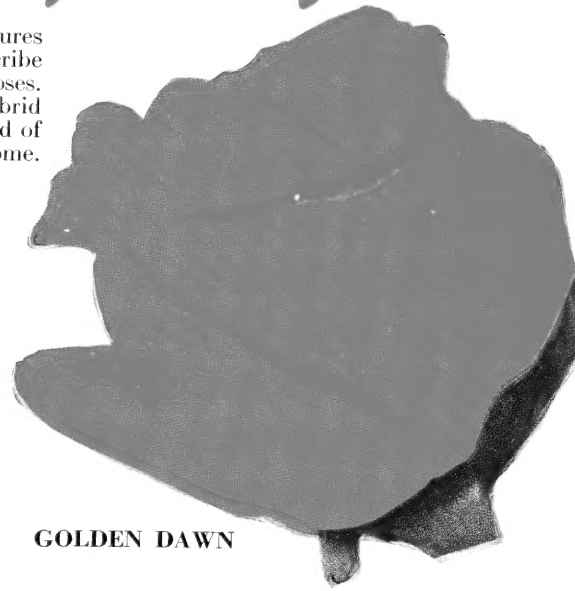
Here we will let the pictures speak rather than try to describe these famous, well-loved Roses. All are everblooming Hybrid Teas that will give you a world of pleasure for many seasons to come.

## Prices of each variety

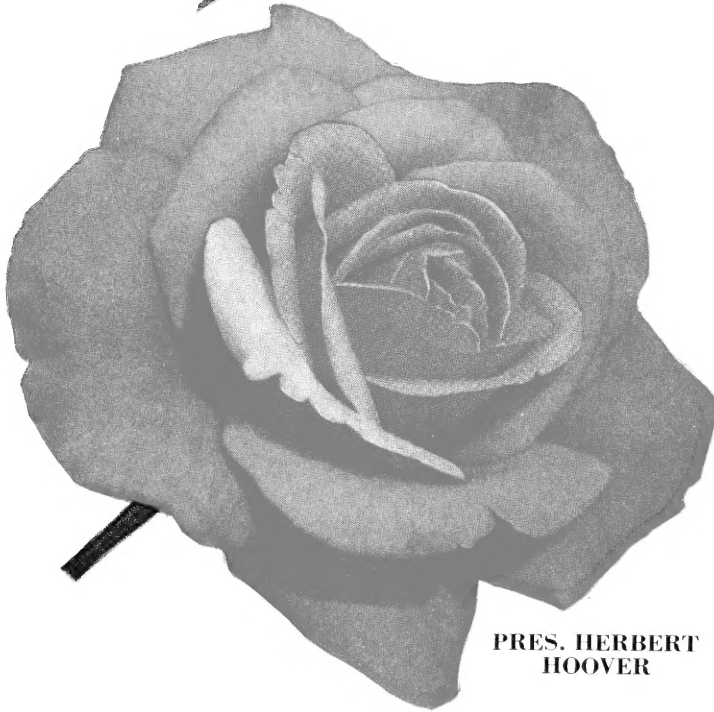
\$1.50 each;  
2 for \$2.85;  
3 for \$4.20;  
6 for \$8.25;  
12 for \$16.35



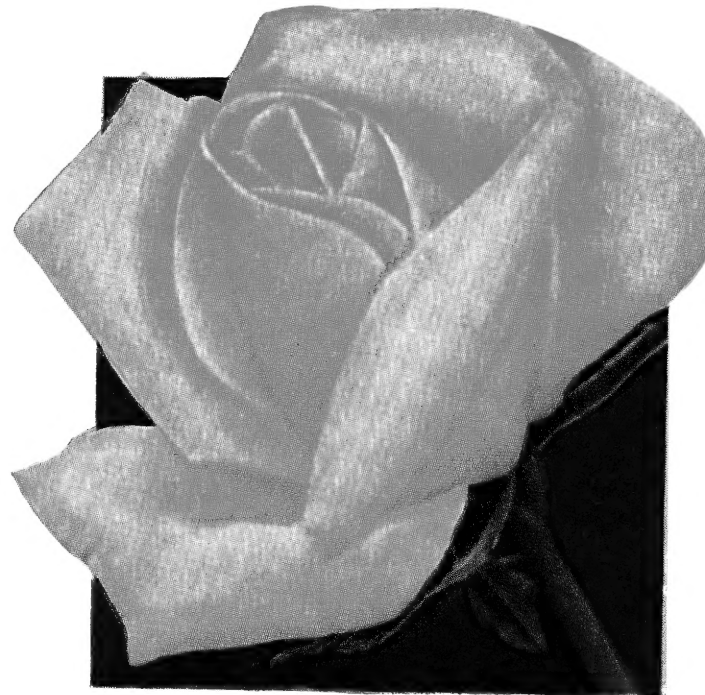
AMI QUINARD



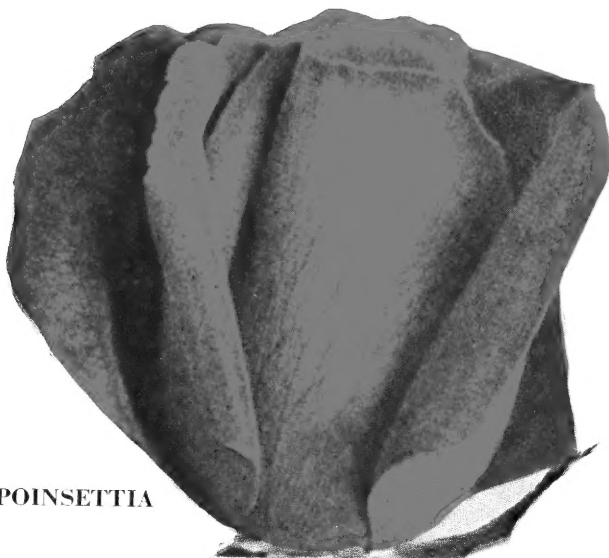
GOLDEN DAWN



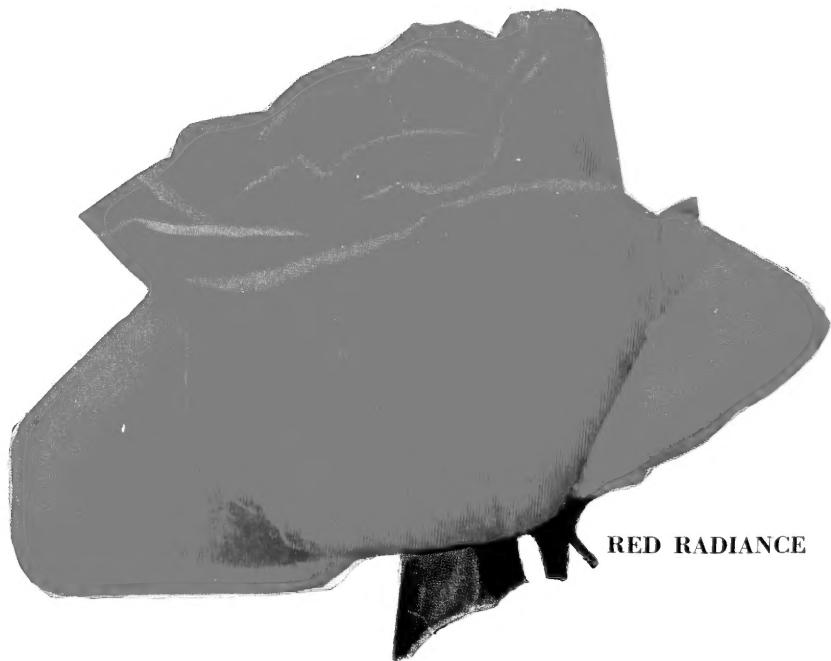
PRES. HERBERT  
HOOVER



McGREDY'S YELLOW



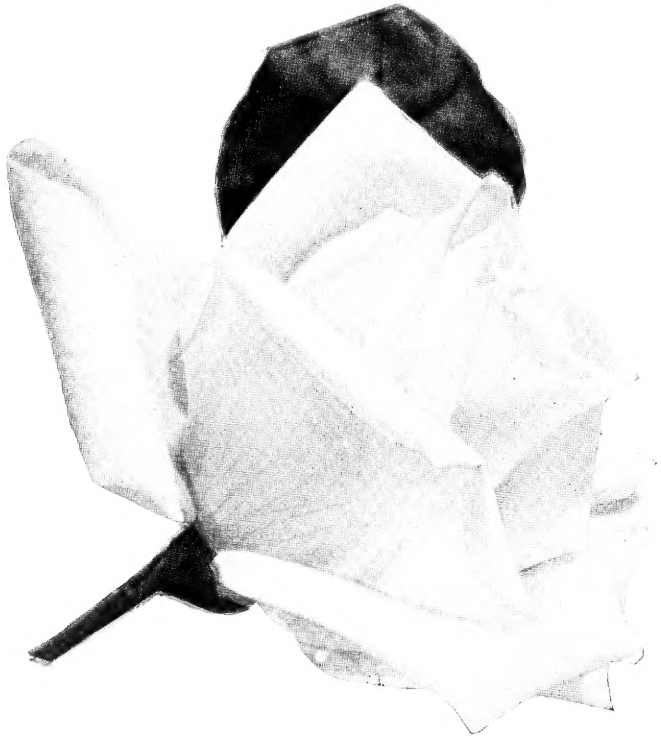
POINSETTIA



RED RADIANCE



# Everblooming ROSES



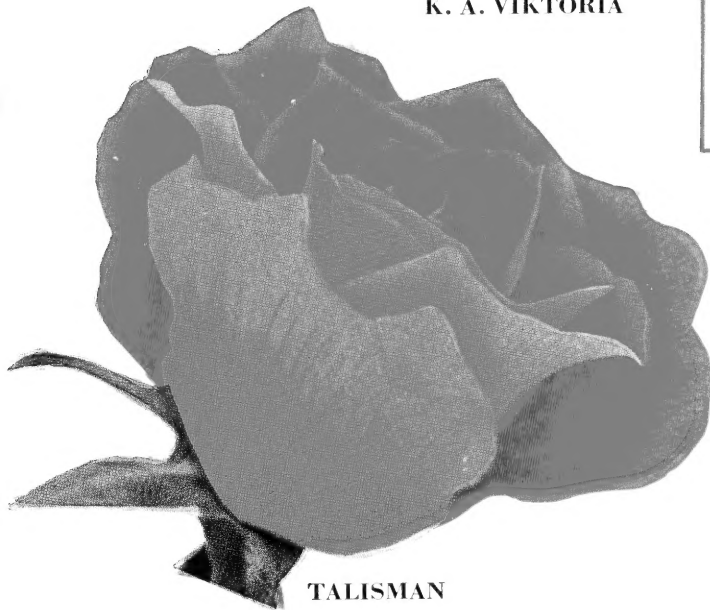
K. A. VIKTORIA



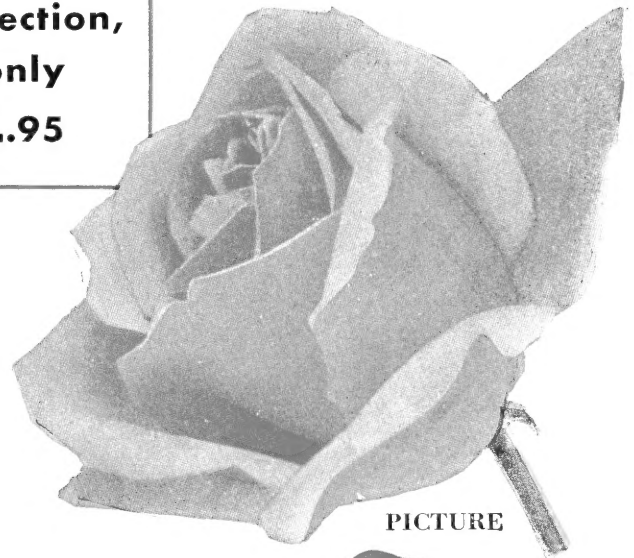
ROUGE MALLERIN

*Special*

**ONE DOZEN  
ROSES,  
Our Selection,  
for only  
\$14.95**



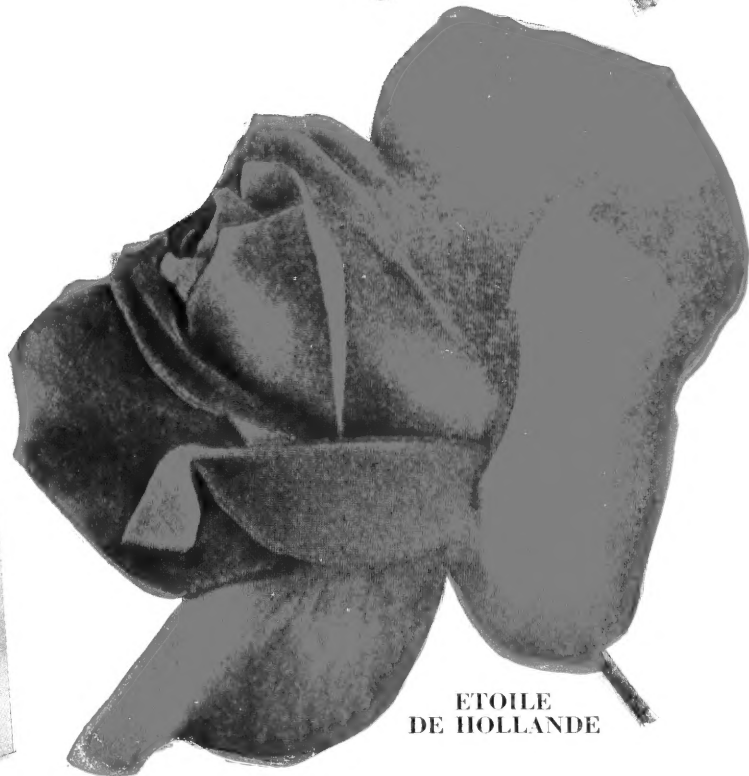
TALISMAN



PICTURE

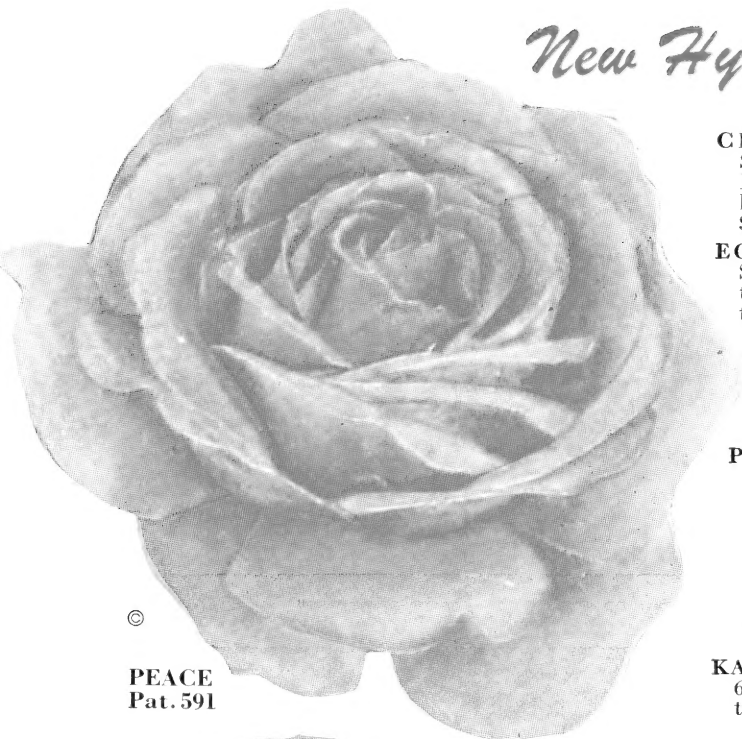


RADIANCE



ETOILE  
DE HOLLANDE

# New Hybrid Tea ROSES



©

**PEACE**  
Pat. 591

**CHARLOTTE ARMSTRONG.** Pat. 455.  
Beautiful long, blood-red buds on a splendid plant. \$2.00 each.

**ECLIPSE.** Pat. 172.  
Streamlined yellow buds that make superb boutonnières. \$1.75 each.

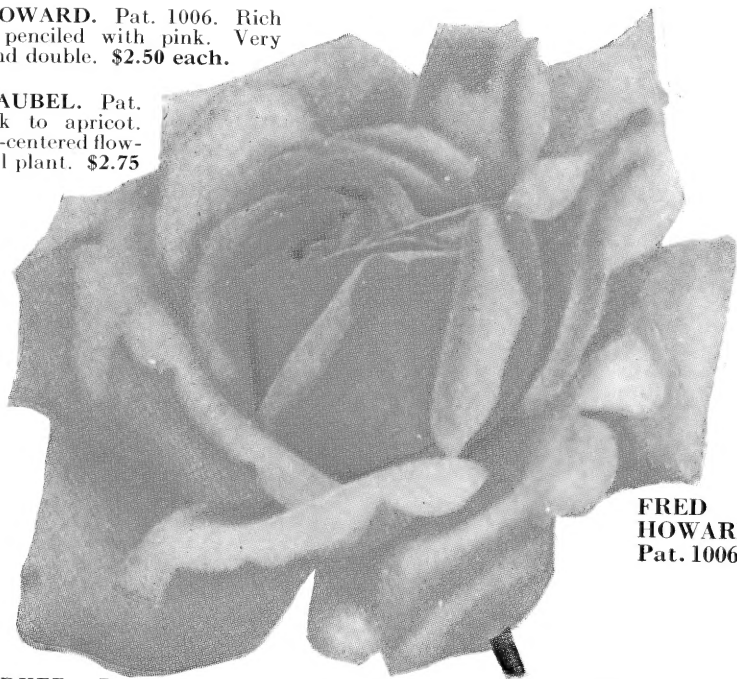
**PEACE.** Pat. 591. Superior in every way: enormous size, fascinating color changing daily from yellow through pink shadings, wonderful stems and plant. \$2.50 each.

**KATHERINE T. MARSHALL.** Pat. 607. Deep rose-pink blooms of heavy texture. Very sturdy. \$1.75 each.

**FRED HOWARD.** Pat. 1006. Rich yellow penciled with pink. Very large and double. \$2.50 each.

**HELEN TRAUBEL.** Pat. 1028. Pink to apricot. Large, high-centered flowers on a tall plant. \$2.75 each.

**HELEN TRAUBEL**  
Pat. 1028



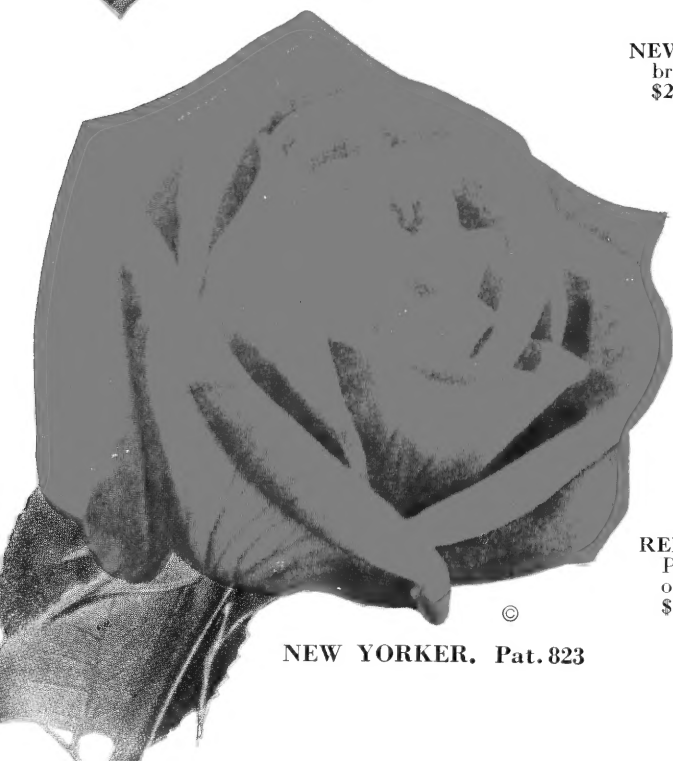
**FRED HOWARD**  
Pat. 1006

**NEW YORKER.** Pat. 823. One of the brightest of all red Roses; lasting, too. \$2.00 each.

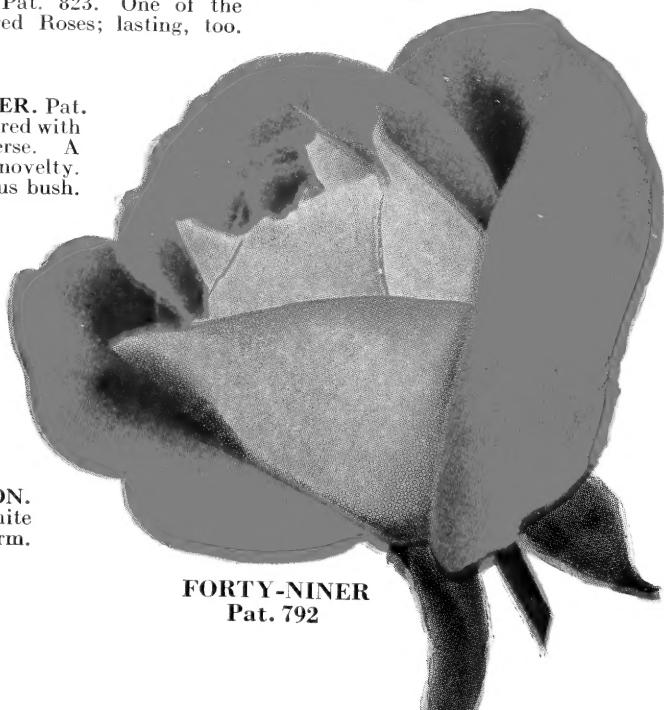
**FORTY-NINER.** Pat. 792. Cherry-red with yellow reverse. A charming novelty. Very vigorous bush. \$2.25 each.

**REX ANDERSON.** Pat. 335. Pure white of exhibition form. \$1.75 each.

**NEW YORKER.** Pat. 823



©



**FORTY-NINER**  
Pat. 792

# FLORIBUNDA *Roses*



**FLORADORA**

©

Floribundas have been greatly improved in recent years. These are very bushy, well-branched plants of extra free bloom, hardy and healthy. The well-shaped flowers are carried in clusters. Floribundas make very fine hedges and may be grown in borders with hardy perennials.



© **FASHION. Pat. 789**

**BETTY PRIOR. Pat. 340.** Carmine-pink, single flowers in large clusters. A profuse bloomer. **\$1.50 each.**

**FASHION. Pat. 789.** Lively coral-peach. Blooms shaped like small Hybrid Teas. **\$2.00 each.**

**FLORADORA.** A striking shade of scarlet. Flowers are carried in sprays of 6 to 12. Bushy, well-branched plant. **\$1.50 each.**

**GOLDSLOCKS. Pat. 672.** A deep yellow Floribunda with flowers like small Hybrid Teas. An abundant bloomer. **\$1.50 each.**

**PINK BOUNTIFUL. Pat. 601.** Very double, begonia-pink blooms on an upright plant. **\$1.50 each.**

**PINOCCHIO. Pat. 484.** Charming sprays of small, salmon-pink buds ideal for arrangements. **\$1.50 each.**



©

**GOLDSLOCKS. Pat. 672**

**RED PINOCCHIO. Pat. 812.** Like Pinocchio but velvety carmine-red. **\$1.50 each.**

**VOGUE. Pat. 926.** Very attractive cherry-coral color. Bushy and compact. **\$2.25 each.**

**WORLD'S FAIR. Pat. 362.** Deep crimson fading to scarlet. Spicy fragrance. Very free blooming. **\$1.50 each.**

## *Climbing Roses*

**ALOHA. Pat. 948.** Large, very double blooms of rose-pink with darker reverse. Makes a vigorous pillar 8 to 10 feet high; blooms repeatedly. **\$2.50 each.**

**BLAZE.** Large clusters of bright scarlet. A continuous bloomer. **\$1.50 each.**

**CL. CRIMSON GLORY. Pat. 736.** Velvety, deep crimson blooms just like the Hybrid Tea, on long stems. **\$2.00 each.**

**CL. ETOILE DE HOLLANDE.** A very fine bright red climber, blooming repeatedly. **\$1.50 each.**

**CL. FRAU KARL DRUSCHKI.** Snowy white; large and double. Blooms in June. **\$1.50 each.**

**CL. PEACE. Pat. 932.** Soft yellow suffused pink. Very vigorous climber. **\$2.50 each.**

**CL. PINK RADIANCE.** Globular, two-tone pink flowers. **\$1.50 each.**

**CL. SUMMER SNOW. Pat. 400.** Large clusters of snow-white. Grows 8 to 10 feet tall. **\$2.00 each.**

**CL. TALISMAN.** Multicolor—flame, gold and pink. **\$1.50 each.**

**PAUL'S SCARLET CLIMBER.** Large scarlet clusters in June. Very strong and hardy. **\$1.50 each.**



**CLIMBING ROSE, BLAZE**

## *Special Offer*

**THREE CLIMBERS: 1 each of Blaze, \$4.25**  
**Cl. Frau Karl Druschki and Cl. Talisman for**



# Kellogg's Radiant

## Our Newest Varieties

**JAVA.** Broad, well-shaped, clear primrose-yellow flowers on strong, tall spikes.

**JOHAN VAN KONYENBURG.** Shining garnet-red throughout. Long spikes with eight or more florets open at a time.

**MANSOER.** Shining blood-red with velvety blackish glow. Well-shaped florets on enormous spikes.

**MODERN TIMES.** Carmine-purple delicately striped white. Very showy.

20c each; 10 for \$1.75; 50 for \$6.75; 100 for \$12.00

## Standard Varieties

**AHL.** Pale apricot-pink and yellow. A medium-sized flower on a vigorous plant.

**ANNIE LAURIE.** Dainty pink with a ruffling of very fresh carmine-pink.

**SCARLANO**

**BETTY NUTHALL.** Glowing orange-pink with yellow throat. Tall and vigorous; late blooming.

**DEBONAIR.** La France pink with creamy throat markings, lightly peppered crimson. Very strong and tall.

**DUNA.** Soft apricot, lightening to yellow at base of petals. Straight spikes of medium height. Early.

**GOLDEN DREAM.** Clear deep golden yellow of fine substance. Very tall.

**MARGARET FULTON**

SNOW  
PRINCESS

*Bargain*

**OUR CHOICE,  
MIXED  
COLORS**

50 for \$2.69;

100 for \$4.99;

200 for \$9.85



# Rainbow Glads

**KING LEAR.** A fine, heavily ruffled purple variety. Strong, wiry stems.

**MARGARET BEATON.** Snow-white with splash of vermillion in the throat. A fine exhibition sort with very long spikes.

**MARGARET FULTON.** Unusually rich salmon softening to apricot in the throat. Early.

**OPALESCENT.** Pale rose-lavender. Large florets on good spikes.

**SCARLANO.** Light bright orange-red. Fine spike and flower, lightly ruffled.

**SNOW PRINCESS.** Clear white with milky throat. An excellent cut flower. Midseason.

**SPOTLIGHT.** Clear medium yellow with small feathery blotch of scarlet. Large, moderately waved florets.

**TOKEN.** Flame-salmon with clear golden yellow throat. Tall, straight spike.

**WASAGA.** Large, somewhat ruffled, soft apricot and buff. Exquisite.

5 for 55c; 25 for \$2.65; 50 for \$5.00;

100 for \$8.50

Not less than 5 of one variety

*Free Planting Instructions  
With All Orders*

ANNIE LAURIE



GOLDEN DREAM



OPALESCENT

*Kellogg's  
Picture  
Collection*

*5 each of the six  
varieties pictured  
on these two pages*

**30** Bulbs For Only **\$2.95**

# Hardy Phlox . . .

Hardy Phlox is among the most reliable of all plants for midsummer bloom. Pleasing in color, in fragrance and in garden effect, it requires only reasonably fertile soil and plenty of moisture. Plants will grow into bushy clumps that need to be divided every four or five years. Phlox colors cover a gay assortment of tones. You just can't go wrong in planning for lots of Phlox.

**AFRICA.** Ruby-crimson with a darker eye.

**BLUETTE.** Light purple.

**BORDER GEM.** Brilliant deep purple.

**BRIGHT EYES.** Bright red with dark eye.

**CHIEFTAIN.** Deep crimson. Very early blooming.

**DAILY SKETCH.** Salmon-pink with crimson eye. Extra robust.

**EVA FOERSTER.** Salmon-pink with white eye.

**LILLIAN.** Very fine pale salmon. Medium height.

**PINKETTE.** Delicate blush-white.

**POLKA DOT.** White with red eye.

**WORLD PEACE.** Pure white.

55c each; 3 for \$1.45; 6 for \$2.65

## *Special*

1 each of 10 varieties, all labeled, for **\$4.25**

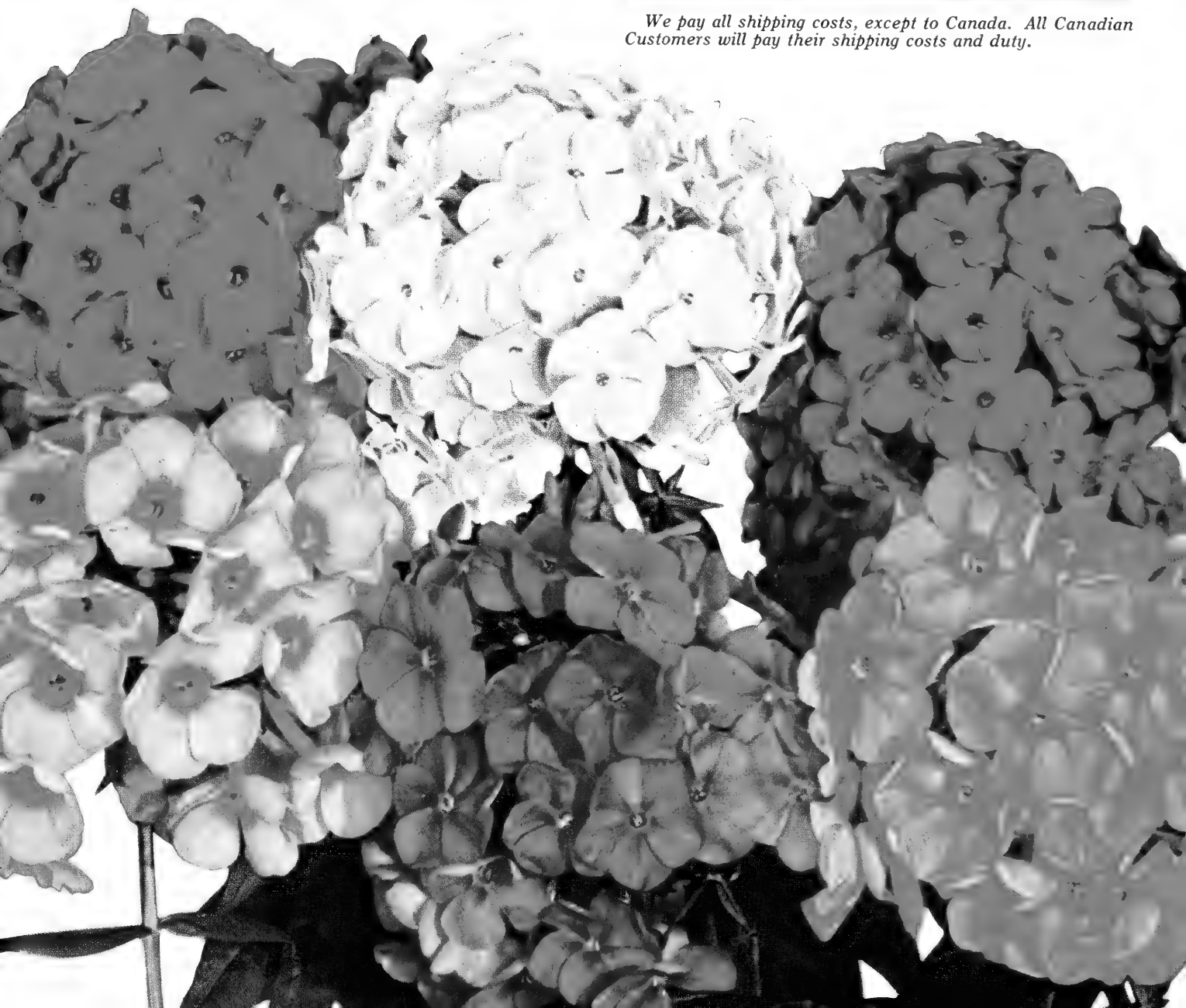
## *Special*

Our choice of 12 varieties, not labeled—  
red, pink, white, blue, salmon—for **\$4.65**

## *Special*

Our choice of 6 varieties, not labeled, for **\$2.35**

*We pay all shipping costs, except to Canada. All Canadian Customers will pay their shipping costs and duty.*



# BONNY BEGONIAS

**Tuberous  
Rooted**

If you have a cool, damp, shaded place in your garden—perhaps on the north side of a building or under a large tree—where most plants refuse to grow, consider Tuberous Begonias. That is just the location they demand. When conditions suit them, they can put on a wonderful show in late summer.

Give them rich soil with plenty of humus in it, and start the tubers indoors, transplanting to the open ground when all frost danger is past. Or they may be treated as pot plants. See that they never lack moisture. The tubers need to be lifted, dried and stored in dry sand over winter.

Tuberous Begonias are not the thing for every garden, but the waxy, perfect blooms are so big and beautiful that they are worth trying for.

We offer seven colors: Scarlet, Yellow, Copper, Rose, White, Salmon, Crimson.

4 for \$1.15; 6 for \$1.65; 10 for \$2.55  
10, our selection, for \$2.25



## *Gardenias*

Gardenias may be grown as pot plants indoors if proper conditions are available. They need a warm, sunny, rather humid atmosphere, with a night temperature of about 60 degrees and 10 degrees more during the day. Adequate plant food and water are necessary. From 3-in. pots, \$1.45 each; 2 for \$2.75; 4 for \$5.35.

## *Hemerocallis*

### **DAYLILIES**

**GYPSY.** Deep orange. July, August.

**HYPERION.** Illus. at right. Canary-yellow. July, August.

**OPHIR.** Dark golden yellow. Very large. July, August.

65c each; 3 for \$1.85; 6 for \$3.75





# HARDY PERENNIALS



## PACIFIC HYBRIDS

Illustrated Above

Sturdy spikes and mildew-resistant foliage characterize the Pacific Hybrids. They are widely planted, for their florets are unusually large and many are double. Light blue, dark blue, lilac, purple and almost pink are included. Bloom in early summer and often again in fall if the faded flowers are kept cut off.

4 for \$1.25; 8 for \$2.35; 12 for \$3.25

ON the following six pages we offer some hardy perennials that have proved themselves in many gardens, in many localities. Some of them are household words, while a few may be unfamiliar to you.

"Perennial" is perhaps too strong a word for this class of plant, for they do not last indefinitely in a garden. But they *do* come up year after year by themselves, grow and bloom in their season—some with almost no assistance from the gardener—and then die down for another winter's rest. Eventually, like all living things, they will need food and a little care. Lifting, dividing and resetting the plants every few years is good garden practice in most cases.

## Kellogg's DELPHINIUMS

King of the perennial border is the Delphinium. This really majestic plant is the envy of the neighborhood, standing high above its companions and boasting a wealth of royal blue and purple tones. Spikes of bloom are a sight to behold. Their "country cousin" is the annual larkspur.

Naturally, Delphiniums should be planted at the rear of lower-growing plants. They need rich, well-drained soil and either full sun or only light shade. Set the plants at least 1½ to 2 feet apart to allow good air circulation, and give them water in very dry spells. Staking is needed for the highest ones, to avoid wind damage.

Hybridizers have produced a number of excellent improved strains of Delphinium, of which we offer three:

### LAMARTINE

A dwarf, dark blue Delphinium with white eye. Produces several spikes of bloom at a time. Blooms in mid-season and grows about 3 feet tall. Fine for cutting as well as garden decoration. 4 for \$1.15; 8 for \$1.95; 12 for \$2.95.

### WREXHAM STRAIN

Marvelous in size, shape and colors. Spikes are sometimes as much as 6 feet tall, broad at the base and tapering to a single floret at the tip. Colors range from white through all shades of blue and lavender to darker tones, with an interesting center or "bee" of black, white or brown. Some flowers are single, some semi-double and some double. 4 for \$1.15; 8 for \$1.95; 12 for \$2.95.

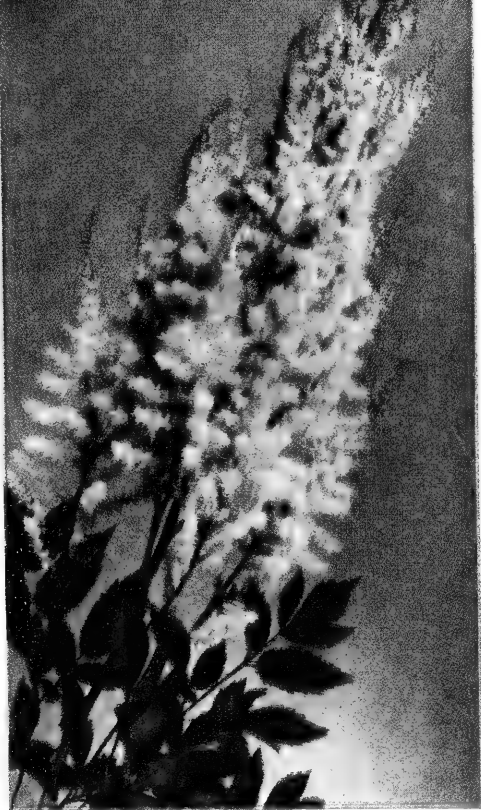
### SPECIAL:

4 each of the 3 Delphiniums, \$3.15  
12 plants in all, for . . . .

## ANTHEMIS tinctoria (Golden Marguerite)

A showy border plant growing quickly and blooming profusely. Produces rather large, daisy-like, yellow flowers and finely cut leaves. Needs little care and is ideal for the foreground of shrub plantings. 3 for \$1.05; 6 for \$1.95.





ASTILBE, PEACH BLOSSOM

## ASTILBE

(Spirea)

This is a long-lived plant with feathery flower spikes held upright. Clean, attractive foliage presents a pleasing appearance all summer. Astilbe needs rich moist soil and either a sunny or a partially shaded location. Blooms in June and July and grows 2 to 3 feet tall.

**Fanal.** Brilliant rosy crimson flowers and bronzy foliage. The feathery flower spike is about a foot long, on a 1½-foot plant. Makes a vivid splash of color in early summer. 3 for \$2.25; 6 for \$3.95.

**Gladstone.** The best white variety. Large, full, graceful spikes. About 18 inches tall. 3 for \$1.95; 6 for \$3.65.

**Peach Blossom.** A delightful shade of peach-blossom-pink. Panicles are 8 to 10 inches long, on a 1½ to 2-foot plant. 3 for \$1.95; 6 for \$3.65.



ASTILBE, FANAL

## Hardy CARNATIONS

Their delightful spicy fragrance, more than anything else, has endeared Carnations to garden lovers for generations. These hardy garden varieties come in many pleasing colors, on stems of moderate length. They are indispensable for cutting, for they combine very artistically with countless other flowers.

Carnations like a rich loam and a cool, moist atmosphere. Set plants 10 to 12 inches apart and feed them occasionally with liquid manure. Keep all dead blooms cut off.

We offer four colors: Red, Pink, Yellow, White.

2 for 85c; 4 for \$1.55; 6 for \$2.25;  
12 for \$4.35

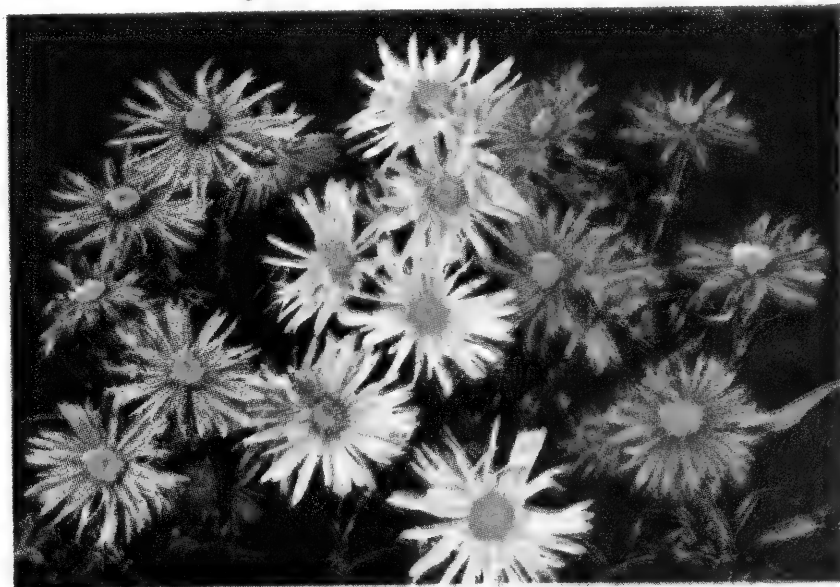
### HARDY CARNATIONS



A perennial border is not to be had without some careful thought and planning. Color, height, season of bloom and texture of foliage all need to be considered when one is trying to combine a number of types of plants into a harmonious group. It has been said that the thing to aim for is "something coming, something going and something at its best" all the time.



## Beautiful HARDY ASTERS



Asters come into their own just when a garden is in need of a pick-up. They are quite hardy and do well in full sun in almost any kind of soil. As cutting material they are in wide demand. The kinds offered here are bushy, 3 to 5-foot plants with long branching sprays of bloom. Extra flowers are encouraged by pinching back the top of each stem.

**Beechwood Challenger.** Brilliant crimson-red flowers, freely produced. Medium height, upright and bushy. 75c each; 3 for \$1.80.

**Mt. Everest.** The best white. Tall, pointed pyramids of purest white with very small eye. 3 to 4 feet tall. 60c each; 3 for \$1.50.

**The Archbishop.** Light blue. A free bloomer 2 feet tall. 75c each; 3 for \$1.80.

**The Sexton.** Dark blue companion for the preceding. 75c each; 3 for \$1.80.



CAMPANULA MEDIUM CALYCANTHEMA

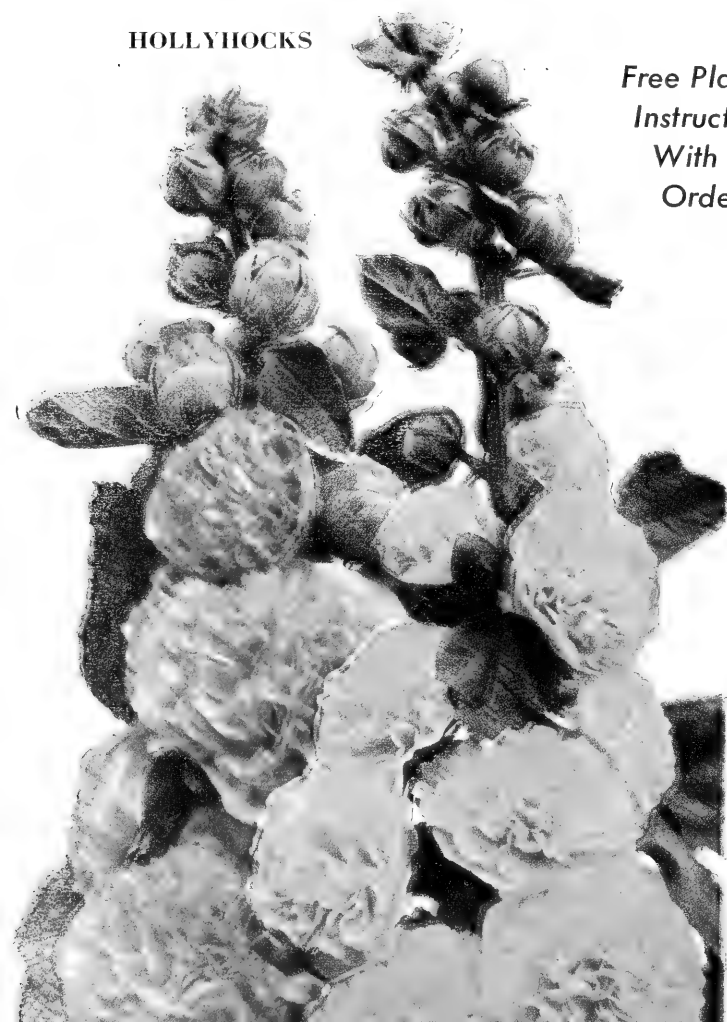
## CAMPANULA (Bellflower)

These are charming, old-fashioned flowers that belong in all perennial gardens. They bloom in June and July, just when foxgloves, sweet william and delphinium are at their best, and they look well when planted near these other standard favorites. The plants grow 2 to 3 feet tall and are, therefore, in need of being staked. The clump will increase in size from year to year.

**Medium** (Canterbury Bells). Single flowers hanging on 2-foot stalks. Blue, white, rose and lilac. 4 for \$1.25; 8 for \$2.15; 12 for \$3.25.

**Medium Calycanthema** (Cup-and-Saucer Canterbury Bells). Each little cup has its own saucer. Very picturesque; 2 to 4 feet tall. 4 for \$1.25; 8 for \$2.15; 12 for \$3.25.

## HOLLYHOCKS

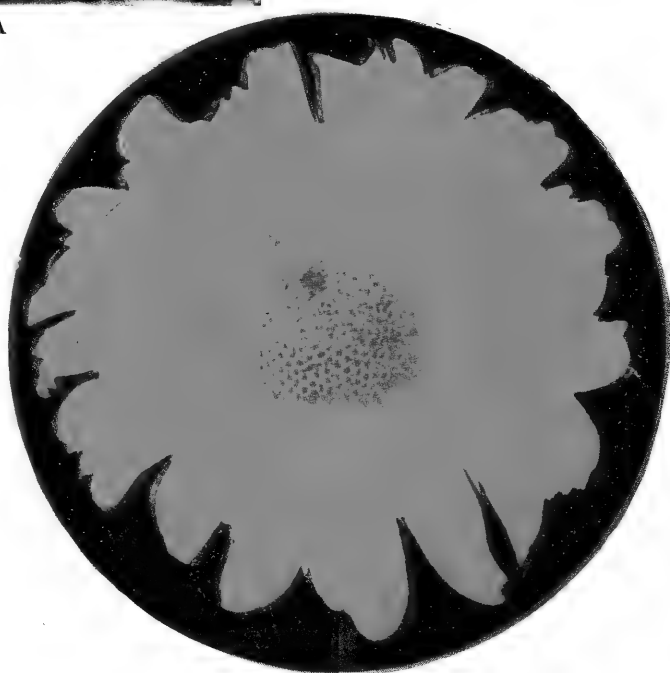


*Free Planting  
Instructions  
With All  
Orders*

## COREOPSIS (Tickseed)

**Double Sunburst.** Big, pure yellow discs on long stems. Blooms over a long period in summer. Clumps reach a height of 2 feet and also spread out considerably. Very free blooming and easy to grow in full sun. Makes a fine cut flower. 3 for \$1.05; 6 for \$1.95.

*The secret of making a plant continue to bloom is to keep cutting the flowers and so prevent it from going to seed.*



HELIOPSIS, APOLLO

## HELIOPSIS

A very hardy perennial about 3 feet tall, widely planted. The flowers resemble sunflowers. Both bloom and plant are rather coarse looking but useful for giving a showy effect. They bloom freely in summer and early fall and need very little care. Give them a place in full sun.

**Apollo.** Bright orange with rich brownish yellow center. Almost perfectly round, with overlapping petals. Dark green, healthy foliage. Very hardy. 65c each; 3 for \$1.75; 6 for \$3.25.

## HOLLYHOCKS

These old-time flowers are as friendly as a kitchen door. They are particularly effective against a fence or wall or white clapboards, as well as at the back of a flower border where they can stand at stiff attention. They come in a wide range of colors and need to be grown in the sun. Cut back the stalks when blooming time is past. Pink, red, yellow, lilac.

4 for \$1.60; 8 for \$3.00

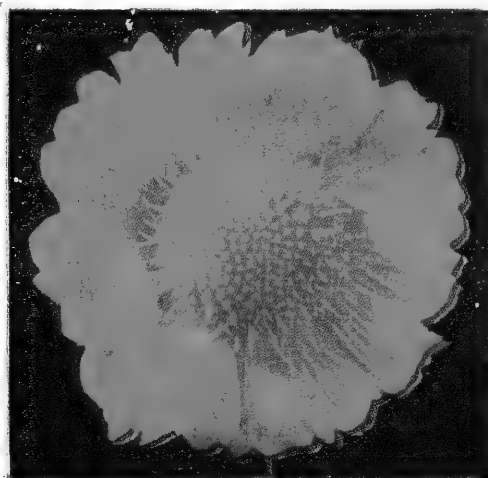
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© CATANANCHE

## CATANANCHE

**Caerulea major** (Cupid's-dart). This is a valuable source of blue color for the midsummer garden. The bright blue flowers appear freely on long, upright stems from June to late August and are equally decorative in indoor flower arrangements. Plants grow 1½ feet tall in ordinary garden soil. Best bloom comes from plants in full sun. Cut back the plants at the end of summer and divide the clumps every two or three years. Perfectly hardy. 3 for \$1.35; 6 for \$2.55.



GAILLARDIA, SUN GOD

## GAILLARDIA (Blanket-Flower)

Here is a perennial that does not mind the summer heat but keeps right on blooming until frost so long as the faded flowers are cut off. The showy, daisy-shaped blooms are effective in masses in the garden, and they are also fine for flower arrangements. Stems are about 1½ feet tall and flowers 2 to 4 inches in diameter. Full sun is the best location for Gaillardias, with a foot of space allowed between plants.

**Goblin.** Good low, compact growth, about 15 inches tall. The gay flowers are bright yellow with a deep red zone in the center. Blooms from July to late September. 3 for \$1.50; 6 for \$2.75.

**Sun God.** Huge flowers to 4 inches in diameter. The color is pure golden yellow without any marking, with a prominent golden center and broad overlapping petals. Wiry stems 2 feet tall or more. A handsome, free-flowering plant from late June on. 3 for \$1.85; 6 for \$3.50.

## IBERIS (Candytuft)

White is indispensable in any group planting. Candytuft is perfect for supplying masses of white in beds, borders and rock gardens. Plants grow about a foot high and bloom in early summer. They make low, spreading masses of dark evergreen foliage. Full sun and rich, well-drained soil are preferable. If plants are cut back after their first blooming, they will send out new growth. 3 for \$1.05; 6 for \$1.95.

## IRIS KAEMPFERI (Japanese Iris)

These exotic-looking Iris are among the most beautiful of all their family. Unlike the more common German Iris, these bloom in late June and July and may be planned as companion plants for other perennials that flower at the same time. In color and form they may be compared with orchids.

These Iris grow well in ordinary garden soil, in a sunny position. They do require plenty of water, and if the season is dry they should be watered especially well at blooming time. They are very effective when set at the edge of a pool. Roots will need to be divided and replanted about every third year. Mixed Colors. 6 for \$3.45.

## DICENTRA

This is an important family of hardy perennials including both the old-fashioned Bleeding-heart and the wild Dutchmans-breeches. Blooming in spring and early summer, they are of very easy cultivation. Plant in full sun or partial shade and divide the clumps every three years to keep them in full growth.

**Eximia** (Fringed Bleeding-heart). Drooping racemes of rose-colored blooms all summer. Especially liked for its soft, ferny foliage, which is delightful all season. Grows a foot high and thrives even in dense shade. Very attractive. 50c each; 3 for \$1.25.

## FORGET-ME-NOT (Myosotis)

Very pretty in early spring, when their dainty blue and pink tones are good companions for spring-flowering bulbs such as daffodils and tulips. They are excellent edging plants for spring borders and also do well in rock gardens. The plant self-sows readily and is therefore apt to come up in unexpected spots. Compact growing, to about 6 to 8 inches tall. Does best before the weather gets hot and needs plenty of moisture. If the flowers are picked off as they wither, the blooming season may be extended. Pink and Blue. 3 for \$1.45; 6 for \$2.75; 12 for \$4.55.

## GYPSOPHILA (Babys-Breath)

**Paniculata.** Small white flowers borne in large, loose panicles, to produce a misty, soft gray effect. Excellent for cutting and mixing with other flowers—in fact, this is one of the most commonly used "mixers." Stiff, wiry stem. Grows 2 to 3 feet tall and blooms in July and August. Good in the border and large rock gardens. Prefers a sunny, well-drained place. 3 for \$1.55; 6 for \$2.95.

## IRIS KAEMPFERI







**PRIMULA  
VERIS**

## PRIMULA (Primrose)

One of the very earliest flowers of spring. Primroses are reminiscent of old English gardens and are even mentioned in some medieval literature. They have been favorites through all generations, and their charm is unchallenged by newer plants. They are fine for shady spots under evergreens and trees, provided they are planted in rich leaf mold and receive plenty of moisture.

**Veris** (Cowslip). Large, fragrant flower clusters atop stiff stems. The colors include many brilliant tones and combinations. Grows about 8 to 10 inches tall. **3 for \$1.45; 6 for \$2.75.**

## PHLOX SUBULATA (Moss Phlox)

This is a creeping form of Phlox altogether different from the tall, bushy, midsummer-blooming kind. In wall and rock gardens Moss Phlox makes a wonderful splash of color in April and May. It blooms when the spring bulbs are putting on their show, and may often be planted in combination with them. The foliage forms a solid mat of growth about 6 inches high, which stays green all year.

**Blue Emerald.** Pure sky-blue in color. Emerald-green foliage the year round. Always attractive **3 for \$1.35; 6 for \$2.45.**

**Pink Emerald.** Large flowers of lively deep pink cover the plant. Firm, compact growth. Very hardy. **3 for \$1.35; 6 for \$2.45.**



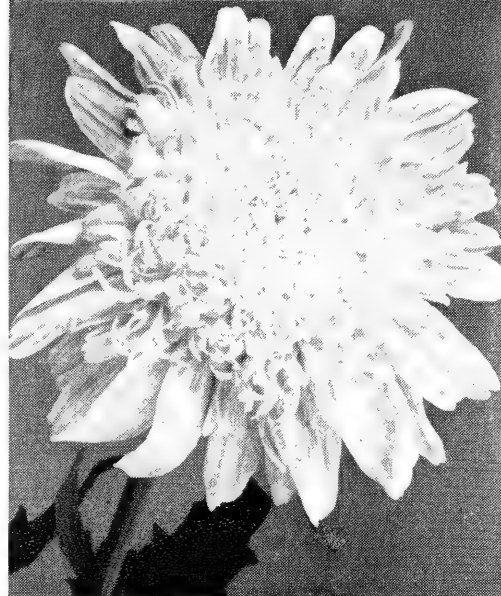
**WHITE REGAL LILY**

## SHASTA DAISY

These large white hardy daisies are really members of the Chrysanthemum family. The blooms are very showy, even though always white. There are single and also semi-double and double varieties, much prized for cutting as well as for the fine display they make outdoors in summer. They grow about 2 feet tall and need deep, well-fertilized and well-drained soil. A sunny location is best, and a winter mulch is good insurance. Established plants will need to be reset every other year to keep them in top condition.

**Esther Read.** Very beautiful double variety. It blooms very freely. The flat-topped and very symmetrical flowers are composed of close layers of petals. **80c each; 3 for \$2.25; 6 for \$4.25.**

**Honeymoon.** Huge, pure white blooms up to 5 inches across, with golden yellow center. Blooms from late June to August. **70c each; 3 for \$1.95; 6 for \$3.75.**



**SHASTA DAISY, ESTHER READ**

## LYTHRUM

**Morden's Pink.** Bears masses of rose-pink flowers in narrow spikes. A very ornamental border plant of bushy, compact habit. Grows about 3 feet tall and blooms from June to September. Excellent for cutting. Plant it in full sun or part shade. **45c each; 3 for \$1.25; 6 for \$2.35.**

## MYRTLE (Vinca minor)

This is also known as Periwinkle. It makes a handsome evergreen ground cover, with showy, bright blue flowers borne freely in early spring and off and on through summer and fall. Does very well under trees and in shady nooks where nothing else will grow. Perfectly hardy, and grows rapidly. **6 for \$1.55; 12 for \$2.85; 25 for \$5.45; 100 for \$19.55.**

## PERENNIAL PEA

Related to Sweet Peas, but this is a strong climber that reaches 6 feet in length. It grows readily around fences and posts, spilling its bright flowers in profusion over them. Not particular about soil or culture. Blooms in June and July. **3 for \$1.05; 6 for \$1.95.**

## SCABIOSA (Pincushion-Flower)

**Blue Bonnet.** Flowers are a lovely soft blue tone, on stems 18 to 24 inches tall. Blooms from June to September if planted in ordinary soil, in sun or part shade. **3 for \$1.85; 6 for \$3.55.**



**PHLOX SUBULATA**

## WHITE REGAL LILY

Lilies in a garden are sure to make visitors stop for a second look. Their magnificent queenly air of "other-worldliness" is unique. Gardeners used to believe Lilies were hard to grow and for that reason avoided them. But now that the hybridizers have been at work on them, there is no basis for this feeling. Lilies can be grown—and are grown every year, in great numbers—all across the country. They do well in hardy borders with other plants if they are not set where the soil is poorly drained.

This new snow-white Regal Lily is a beauty. It is twice the size of an Easter Lily. The color is pure white with a faint golden green pistil. Plant it early and deep. **3 for \$1.15; 6 for \$2.15; 12 for \$4.25.**



## HIBISCUS (Mallow)

A large, bold, shrub-like perennial that looks well against a shrub background. At any rate, it should be planted at the rear of other perennials in a border, for it often grows as tall as 6 feet. Large, coarse foliage and spectacular, trumpet-shaped flowers often 6 inches in diameter. Blooms freely from late July through September. Rich moist soil and an open, sunny spot are best for Hibiscus. Sometimes it needs to be staked.

**Alexandria Red.** A rich, warm color. 75c each; 3 for \$1.95.

**Mixed.** Shades of red, pink and white. 3 for \$1.55; 6 for \$2.95.

## PYRETHRUM (Painted Daisies)

Like the Shasta Daisies, these are of the Chrysanthemum family. In late spring the daisy-like flowers, both single and double, in shades of pink, red and white, make a colorful spot in the garden. The plants make mounds of fine-cut foliage that is decorative in itself and from which rise the 2-foot flower stems. Especially desirable for cutting because the flowers last so well. They grow best in full sun, in rich soil. Mulching the soil with peat moss will encourage summer bloom, and cutting back the plants after the first crop of bloom will start new growth coming along. Plants need to be reset every three years.

**Buckeye.** A very fine double red variety. Excellent for cutting and garden decoration. Free blooming. 70c each; 3 for \$1.95; 6 for \$3.95.

**Hybrids.** Very good mixture of colors. 3 for \$1.45; 6 for \$2.75.

## VIOLETS

The modest Violet has now been induced to come out of retirement and display her beauty. A cool, damp, "woody" spot is needed to grow Violets, with plenty of humus in the soil. Here they will bloom freely and return season after season.

**Royal Robe.** A glorious, lustrous violet-blue. Flowers open out flat and have a delicate fragrance. It will furnish plenty of bloom in early spring and fall, often more than an inch across. Stiff stems 8 inches long. Hardy, but to be sure, it is advisable to give it a winter mulch of leaves or straw. 60c each; 3 for \$1.60; 6 for \$2.85.

**White Wonder.** Dazzling white flowers of large size cover the plant, held well above the foliage. The shiny leaves stay close to the ground. Fine for the rock garden and as an underplanting in flower beds. 50c each; 3 for \$1.20; 6 for \$2.25.

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HYBRID PYRETHRUM, BUCKEYE

When you go visiting other gardens, get in the habit of jotting down the names of plants you admire, as a guide for planning your next order.



HIBISCUS (MALLOW)



VIOLETS, ROYAL ROBE

Colorful effects in a garden depend upon proper selection and placing of colors. It is preferable to have a good-sized clump of one variety in perfect condition than a smattering of a number of different varieties. "Look before you leap"—plan before you plant.



REDBUD

## REDBUD

(*Cercis canadensis*)

Purplish pink, pea-shaped flowers pop out of the bark in early spring before the leaves appear. The tree grows 20 to 30 feet high and thrives in fertile, sandy loam. Most attractive all season. \$1.15 each; 3 for \$3.25.

# Kellogg's Ornamental Trees

## DOGWOOD, White (*Cornus florida*)

One of the outstanding native trees of the United States. Distinctive horizontal branches bearing single white flowers in early spring, followed by red fruits relished by birds. Foliage turns red in the fall. A splendid specimen tree. \$1.45 each; 3 for \$4.15.

## MAGNOLIA, SAUCER (*Magnolia Soulangeana*)

A beautiful tree that grows to 20 feet or more in height. Widely planted for its really gorgeous, 4-inch flowers that open in early spring just before the leaves. They are cup shaped, white inside and stained purplish pink on the outside. Most worthwhile. \$2.85 each; 2 for \$5.55; 4 for \$10.25.

## MAPLE, Crimson King

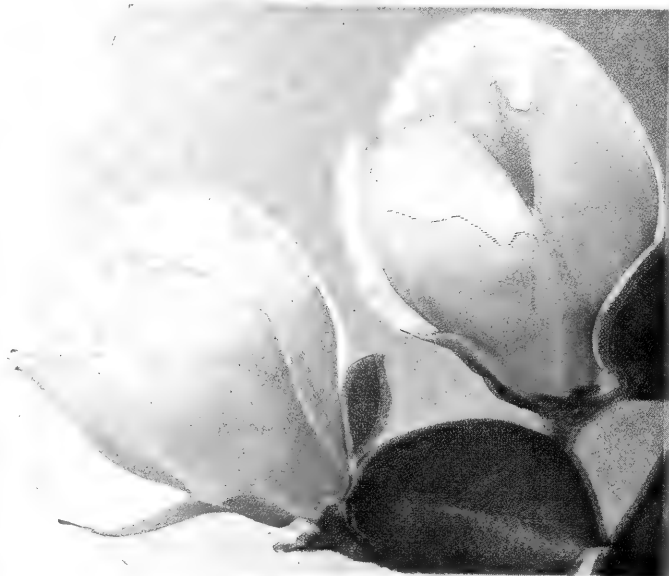
A very decorative form of Norway Maple. All summer the leaves are about the color of a copper beech and, in addition, the branches and young foliage are a lighter, glistening color. A fine lawn specimen. \$4.99 each; 2 for \$9.78.

## MOUNTAIN-ASH (*Sorbus Aucuparia*)

Very showy clusters of scarlet berries borne in profusion from July to winter. A very pleasing small tree for the lawn. \$1.45 each; 2 for \$2.75; 4 for \$5.35.



TULIP-TREE



SAUCER MAGNOLIA

## RUSSIAN OLIVE

(*Elaeagnus angustifolia*)

A very hardy, small tree with small, olive-like fruits and silvery foliage. Fragrant flowers in June; silvery and yellow fruit. Plant in the sun in well-drained soil. \$1.45 each; 2 for \$2.75; 4 for \$5.35.

## TULIP-TREE

(*Liriodendron Tulipifera*)

A handsome large, stately tree of sturdy habit. Named for its tulip-shaped, light yellow flowers, carried in late May at the top of the tree. A fine street tree if given sufficient moisture. \$1.95 each; 2 for \$3.65.



**BARBERRY** (*Berberis Thunbergi*)

## Hedge Plants

**BARBERRY, Japanese or Green** (*Berberis Thunbergi*). A spiny plant excellent for hedges when planted 2 to 2½ feet apart. Small, neat green leaves turning red in the fall. Red berries in winter. Grows in ordinary soil, in sun or part shade. Very hardy. 6 for \$2.95; 12 for \$5.55.

**WILLOW, Blue-leaf Arctic** (*Salix purpurea nana*). A good hedge plant for northern sections, which was actually found growing in the Arctic Circle. Shrubby habit; may be pruned to any shape but grows to about 3 feet if left to itself. Soft bluish foliage. Plant about 6 to 12 inches apart for hedges. 6 for \$2.25; 12 for \$4.35; 25 for \$8.85; 50 for \$17.50.



**WHITE DOGWOOD**

## Vines

**HONEYSUCKLE, Goldflame.** May be grown as either a vine or a shrub. Fragrant, trumpet-shaped flowers, bright flame-pink on the outside and creamy yellow on the inside. Blooms from late spring to frost. Evergreen in mild areas. Grows in sun or part shade. \$1.00 each; 2 for \$1.85; 4 for \$3.45.

**H., Hall's** (*Lonicera japonica Halliana*). A partly evergreen climber often also used as a ground cover. Fragrant, white flowers all summer, changing to yellow. \$1.00 each; 2 for \$1.85; 4 for \$3.45.

**IVY, American** (*Ampelopsis quinquefolia*). Also known as Virginia Creeper. Five-toothed, coarse, dense leaves, lighter green on the underside and bronzy red in the fall. For covering walls and fences. Grows in any good soil. 75c each; 3 for \$2.05; 6 for \$3.95.

**JAPANESE ROSE VINE** (*Convolvulus japonicus*). Beautiful pink flowers freely produced from June until stopped by frost. Will climb to almost 20 feet. Grows well in almost any soil. 3 for \$1.65; 6 for \$3.15.



**MAPLE, CRIMSON KING**



**HONEYSUCKLE, GOLDFLAME**



# Kellogg's SHRUBS

3-yr., Well-branched Plants

## ALTHEA (Rose of Sharon)

A vigorous shrub varying in height from 6 to 12 feet. Will grow best in full sun, in any well-drained garden soil. Easily pruned; blooms from July to September. We offer three colors: Red, Pink, Purple. 75c each; 3 for \$2.05; 6 for \$3.95.

**SPECIAL:** 1 of each for \$1.95

## BEAUTY-BUSH (*Kolkwitzia amabilis*)

A glorious fountain-shaped plant covered with delicate pink, fragrant flowers in late May and June. Branches are gracefully arched. A rapid grower, 8 to 10 feet in height and diameter. Very hardy and healthy. Often needs severe pruning. Full sun and ordinary garden soil are best. \$1.45 each; 3 for \$4.15.

## BITTERSWEET, American (*Celastrus Scandens*)

The orange-yellow fruit with crimson coat is widely used for indoor winter decoration. A twining shrub for ordinary soil, in sun or shade. \$1.00 each; 2 for \$1.85; 4 for \$3.45.

## BUDDLEIA (Butterfly-Bush)

Sometimes called Summer Lilac. Long flower spikes, sweetly fragrant. Blooms from July to late September. Bushes reach 5 to 10 feet in height and need a sunny or partly shaded location in well-drained soil, with plenty of space to spread. Often winterkills but recovers quickly.

**Charming.** Lavender-pink. Very profuse in bloom.

**Ile de France.** Rosy violet-purple. Fragrant and very showy.

**Royal Purple.** Very attractive reddish purple.

75c each; 3 for \$2.15; 6 for \$4.05

**SPECIAL:** 1 of each for \$2.05

## BUSH CHERRY, Hanson's

Both ornamental and useful, for it bears cherry-sized fruit that may be eaten fresh or made into delicious preserves. Hardy; quick bearing. Dwarf, bushy shrub making a fine hedge. Silvery green foliage, turning red and gold in the fall. Plant 2 to 4 feet apart. 95c each; 3 for \$2.75; 6 for \$5.15.

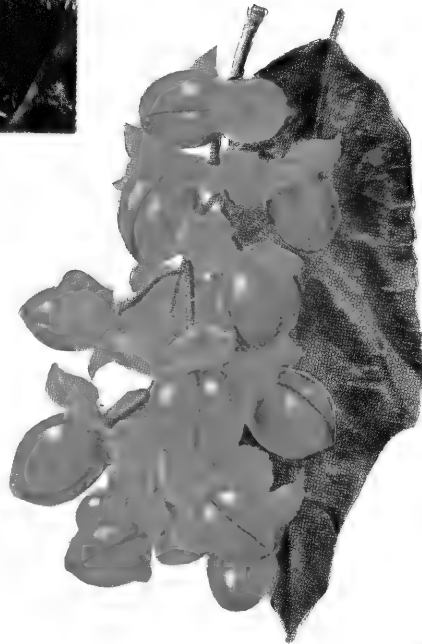


**FORSYTHIA** *intermedia spectabilis*

## DEUTZIA

**Gracilis.** Symmetrical, rounded plants about 4 feet tall, with long sprays of white bloom in spring. Grows well in any garden soil. Hardy in most sections. \$1.00 each; 2 for \$1.85; 4 for \$3.45.

**Pride of Rochester.** Often grows 8 feet high. Bears large clusters of double, pale pink blooms on sturdy stems in July. A profuse bloomer. \$1.00 each; 2 for \$1.85; 4 for \$3.45.



AMERICAN BITTERSWEET

## FIREBERRY, Brilliant

(*Aronia arbutifolia brilliantissima*)

Dark green leaves, silvery on underside. An erect, well-formed shrub for sun or part shade and ordinary garden soil. Fiery red berries in fall and winter, following white flowers. Very hardy. Grows about 6 feet tall. 85c each; 3 for \$2.35; 6 for \$4.45.

*Free Planting Instructions With All Orders*



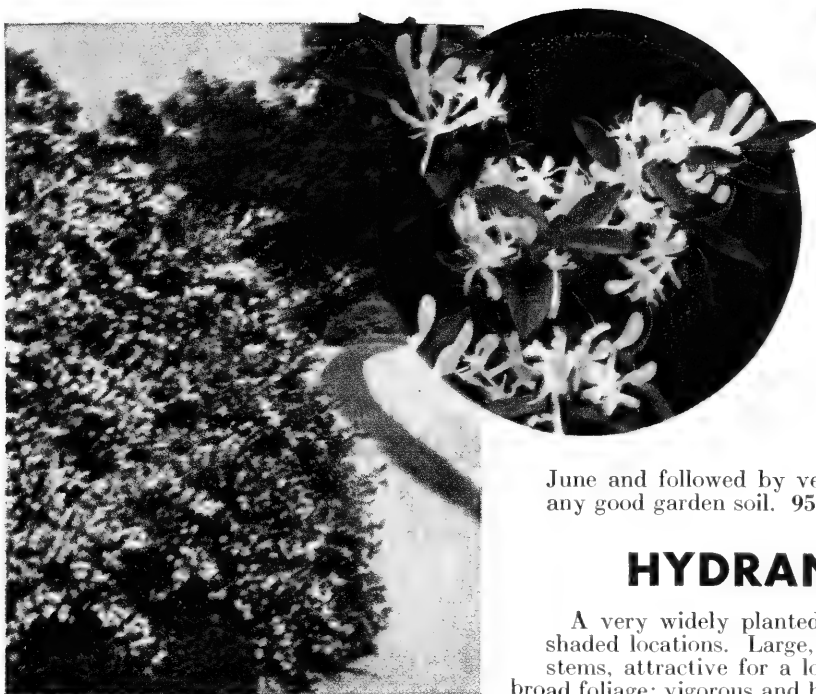
ALTHEA, Red



ALTHEA, Purple



BEAUTY-BUSH



PINK TATARIAN HONEYSUCKLE

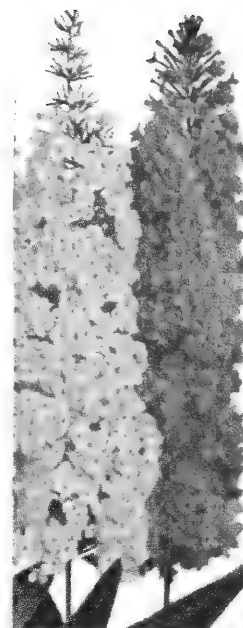
## Flowering SHRUBS

### HONEYSUCKLE, Pink Tatarian (*Lonicera tatarica* *rosea*)

A bushy, upright shrub 8 to 10 feet tall. Flowers are rose color on the outside and pink on the inside, borne in May and June and followed by very showy red berries. Thrives in any good garden soil. 95c each; 2 for \$1.65; 4 for \$3.20.

### HYDRANGEA, A. G.

A very widely planted shrub, especially good in partly shaded locations. Large, loose, white flower heads on long stems, attractive for a long time in the summer. Sturdy, broad foliage; vigorous and hardy. Grows 5 to 6 feet high. 95c each; 3 for \$2.75; 6 for \$5.15. (Picture on Page 24)



BUDDLEIA

### FLOWERING QUINCE

(*Cydonia japonica*)

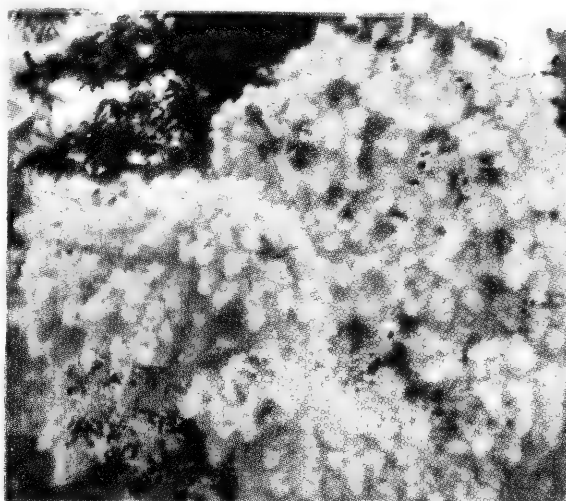
A fine old shrub for the doorway. Brilliant red flowers cover the spiny branches in very early spring; attractive foliage all summer. Grows to about 5 to 6 feet in height. The small, greenish yellow fruits are inedible. \$1.00 each; 2 for \$1.85; 4 for \$3.45.

### FORSYTHIA *intermedia* *spectabilis*

The yellow spring-flowering shrub so widely planted and well loved. Long wands of bright yellow before the leaves appear. Grows 8 to 10 feet tall and is very hardy and easily grown. Should be allowed to grow naturally rather than pruned into a symmetrical form. \$1.00 each; 2 for \$1.85; 4 for \$3.45.

### MOCK-ORANGE (*Philadelphus virginialis*)

Large, double white flowers in June, loved especially for their sweet fragrance. Grows 8 to 10 feet tall in either sun or part shade, in practically any type of soil. Pruning should be done immediately after the blooming season. 95c each; 3 for \$2.75; 6 for \$5.15.



© SMOKE-TREE  
(Description and Prices on page 24)

### When you Order

Please write plainly and use the order blank. Also write your name and address on the outside of the envelope.

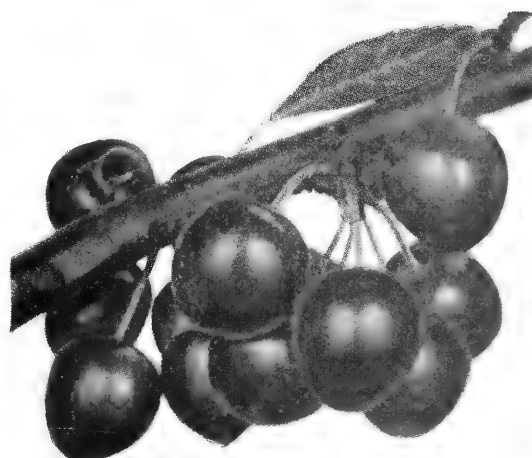
If you have no order blank, send your order anyway, and we will give it our best attention.

Send money by safe means—no unregistered currency, please!



©

FLOWERING QUINCE



HANSEN'S BUSH CHERRIES

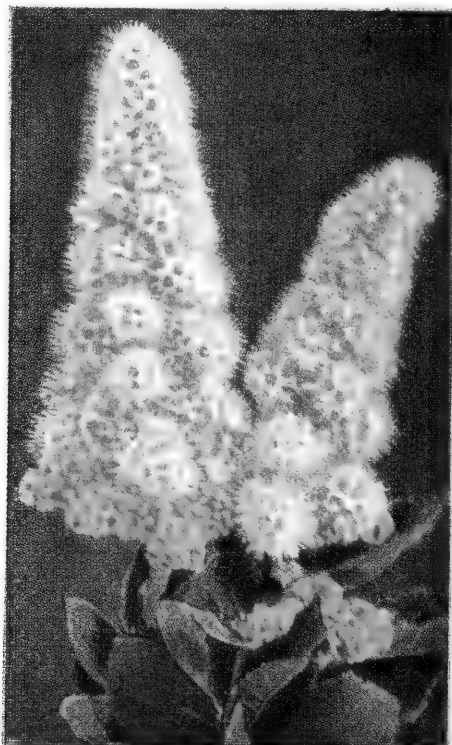


**SPIRAEA VANHOUTTEI**

## SPIRAEA

**Billiardi.** Produces pyramidal spikes of rosy pink in July and August. Grows about 5 feet tall. Very showy and hardy. A compact grower, good in group plantings. \$1.00 each; 2 for \$1.85; 4 for \$3.45.

**Vanhouttei (Bridal Wreath).** One of the most popular of all plants. Long, graceful white sprays in May and June. Used as specimens and in informal hedges. Hardy and adaptable. 65c each; 3 for \$1.75; 6 for \$3.25.



**SPIRAEA BILLIARDI**

## FLOWERING *Shrubs*

### SMOKE-TREE

(*Rhus Cotinus*)

Large, loose panicles of flowers with spreading hairs that give a smoky effect. A bushy shrub blooming in early summer. In fall the foliage turns to red, yellow and brown. \$1.25 each; 2 for \$2.45; 4 for \$4.85.

(Picture on Page 23)

### SNOWBERRY

(*Symphoricarpos racemosus*)

Bell-shaped, pinkish flowers followed by waxy white berries in autumn. A small, bushy shrub, not particular as to soil. Does well in partial shade. 95c each; 2 for \$1.65; 4 for \$3.20.

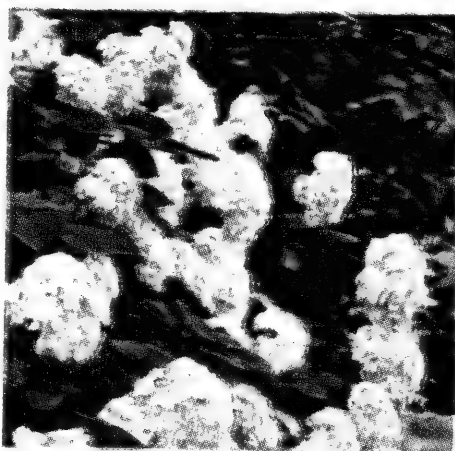


**WEIGELA, ROSEA**

## WEIGELA

**Eva Rathke.** Very popular summer-blooming shrub. Bears great quantities of bell-shaped, bright red flowers. Plant it in full sun and prune the flowering canes immediately after they bloom. \$1.05 each; 3 for \$3.05.

**Rosea.** Rose-pink blooms borne in great profusion on a large, spreading shrub 8 to 10 feet wide and tall. Adapted to any good garden soil. 95c each; 3 for \$2.75.



© **HYDRANGEA, A. G.**  
(Description and Prices on Page 23)

## SWEET SHRUB

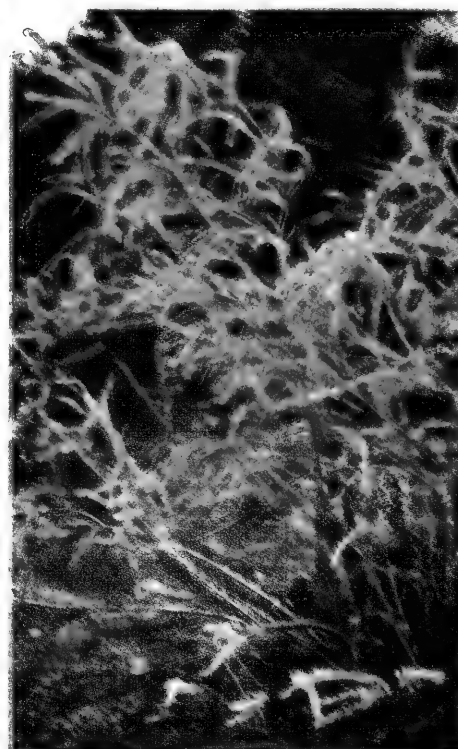
(*Calycanthus floridus*)

Large, brownish flowers which are extremely fragrant when crushed in the hand. Reaches about 8 feet in height and blooms in early summer. Shiny green foliage, lighter on the underside. Hardy. \$1.00 each; 2 for \$1.90; 4 for \$3.75.

## TAMARIX hispida, Summer Glow

Graceful, bright wine-red flower sprays set off by feathery, light green foliage. Blooms profusely all through the summer; grows 4 to 6 feet tall. \$1.25 each; 2 for \$2.35; 4 for \$4.45.

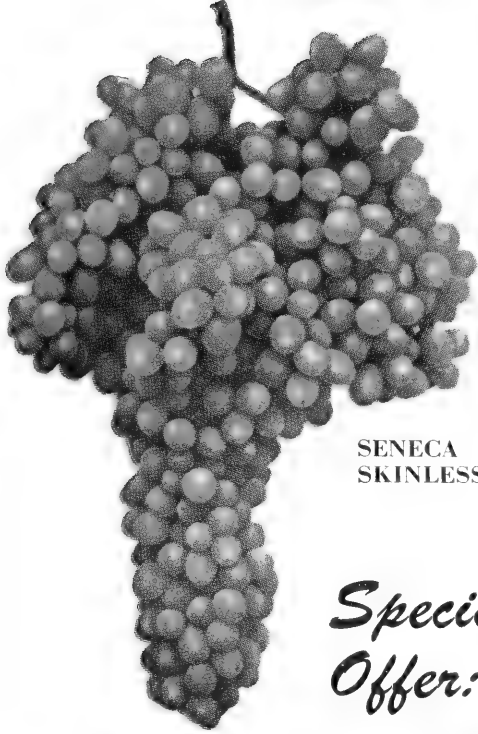
*We pay all shipping costs, except to Canada. All Canadian Customers will pay their shipping costs and duty.*



**TAMARIX**



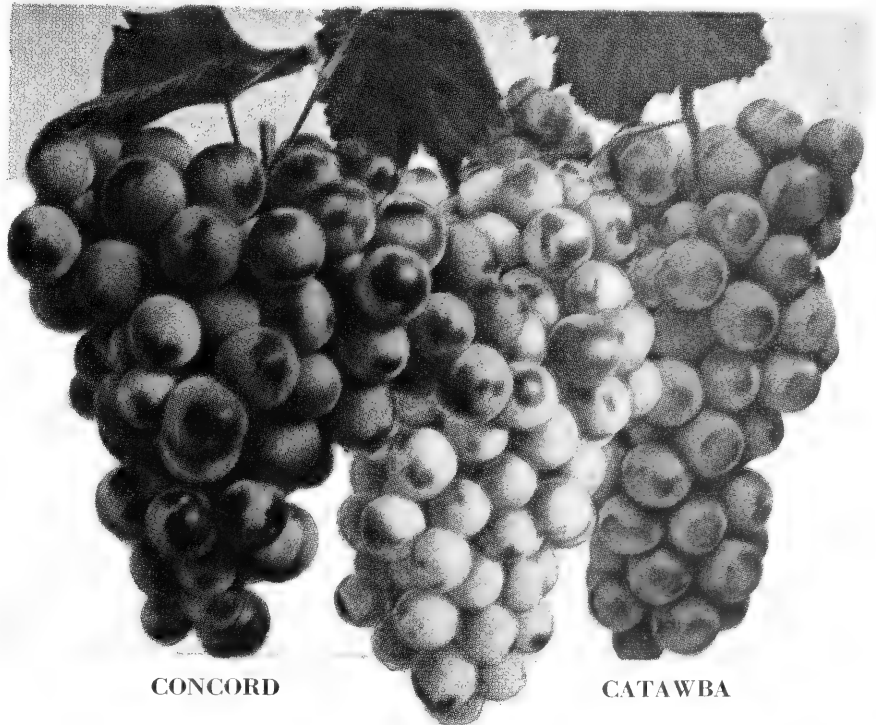
# Kellogg's GRAPES



SENECA  
SKINLESS

*Special  
Offer:*

3 Golden Muscat  
and 3 Seneca for **\$3.99**



CONCORD

CATAWBA

NIAGARA

**GOLDEN MUSCAT.** Combines the good points of the true California Muscat Grapes with the hardiness of northern types. Mild and sweet in flavor, with firm, meaty flesh and wonderful aroma. Large, waxy golden yellow. A very good shipper. Begins to ripen about ten days after Concord. 65c each; 2 for \$1.15; 4 for \$2.15; 6 for \$3.15; 12 for \$6.15; 25 for \$11.95; 50 for \$23.90.

**SENECA SKINLESS.** Another fine California-type Grape. Oval, golden yellow fruit, and the skin can be eaten with the berry. Meaty, juicy and delicious. Long, compact bunches. Perfectly hardy. 95c each; 2 for \$1.75; 4 for \$3.35; 6 for \$4.95; 12 for \$9.75; 25 for \$18.98; 50 for \$35.00; 100 for \$67.50.

**VAN BUREN (The New Sweetheart).** A very fine extra-early blue Grape of excellent quality. Ripens in mid-August, even before Fredonia. Hardy, productive and vigorous. Berries of good size and sweet flavor. 60c each; 2 for \$1.05; 3 for \$1.50; 4 for \$1.95; 6 for \$2.85; 12 for \$5.50; 25 or more at 40c each.

**CACO.** A red Grape, very juicy and sweet. Extra early. Large, long, compact bunches.

**CATAWBA.** A heavy producer of large, amber-red fruit. Quality is very good. One of the best late red varieties. Keeps well until late December after being picked.

**CONCORD.** The standard blue-black Grape. A hardy variety and a heavy yielder of large bunches. Sweet and tender.

**DELAWARE.** Small, compact bunches of thin-skinned, unusually sweet red berries. Ripens with Concord. Often called the standard of excellence among all Grapes as a table delicacy.

**FREDONIA.** Very large, firm, juicy, black Grapes. The thick, tough skin makes it a good shipper. Vine is vigorous and productive, with medium-sized, very compact bunches. Extra early.

**MOORE'S EARLY.** A heavy-producing, early variety. Very sweet black Grapes of fine table quality. About two weeks earlier than Concord.

**NIAGARA.** The best white Grape for every purpose. Very popular. Heavy bearer of large bunches. Berries greenish white, very juicy. Skin thin but tough.

**PORTLAND.** Similar to Niagara but three weeks earlier. White berries of good size, fine and sweet in flavor. Hardy and profitable because it is so early and the quality is so good.

**SHERIDAN.** An improvement on Concord, with firmer, sweeter, black berries. Ripens a week later. A fine very late shipper.

**WORDEN.** Very hardy, healthy and productive. Fruits early, large, black, of fine quality. A very popular family variety.

Any of above ten varieties: 50c each; 2 for 85c; 3 for \$1.20; 6 for \$2.25; 12 for \$4.35; 25 for \$8.55; 50 or more at 29c each

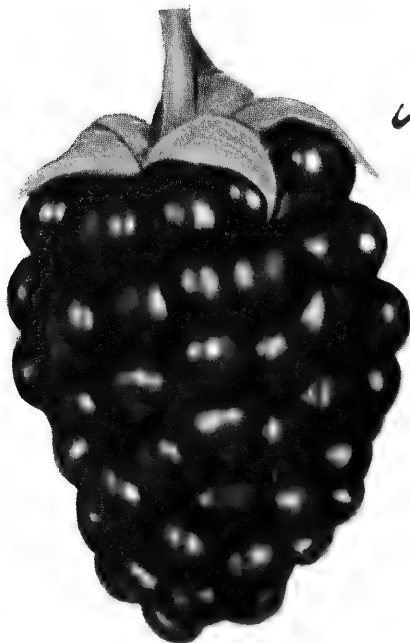


CACO

*Planting  
Instructions  
With All  
Orders*

*Kellogg's*

# FINE BERRIES



**BOYSENBERRY**

**BLACKBERRY, Ebony King.** A very heavy producer of sweet, large berries of the Eldorado type. Ripens a week to ten days earlier than Eldorado. 1-yr., No. 1 plants, 6 for \$2.40; 12 for \$4.20; 25 for \$8.10; 50 for \$15.60. 2-yr. transplants, 6 for \$3.15; 12 for \$5.50; 25 for \$11.50; 50 for \$21.60.

## BLUEBERRIES

**Jersey.** Large, very light blue berries of fine flavor. Hardy and vigorous. Late.

**Rancocas.** Medium to large berries in early summer. Bears a heavy crop.

**Rubel.** Fine blue berries of excellent quality. Midseason to late.

3 for \$3.95; 6 for \$7.75; 12 for \$15.35; 24 for \$30.00;

36 for \$43.50; 48 for \$55.00; 60 or more at \$1.10 each

**BOYSENBERRY.** Huge berries combining the flavor of raspberries, loganberries and blackberries. 6 for \$1.80; 12 for \$2.65; 25 for \$4.30; 50 for \$7.70; 100 for \$14.50. 15% discount on orders for 1000.

**Thornless.** Three weeks earlier than the above; perfectly thornless. 6 for \$1.98; 12 for \$2.90; 25 for \$4.75; 50 for \$8.50; 100 for \$15.95. 15% discount on orders for 1000 or more.

## RASPBERRY, PURPLE

↘ **Sodus.** Mild, sugary and delicious.

Giant, bright purple berries that do not crumble. Very heavy bearer.

12 for \$2.40; 25 for \$3.90; 50 for \$6.80; 100 for \$12.95. 15% discount on orders for 1000 or more.

## RASPBERRY, RED

**Latham.** Firm, attractive bright red berries of good size. Midseason to late.

**St. Regis.** Everbearing. Medium size, bright red, delicious.

↘ **Sunrise.** Early and extra fine. Juicy, non-crumbling.

12 for \$2.40; 25 for \$3.90; 50 for \$6.90; 100 for \$12.95.

15% discount on orders for 1000 or more

↘ **Indian Summer.** Everbearing. Large, thimble-shaped, rich red berries.

12 for \$2.70; 25 for \$4.35; 50 for \$7.65; 100 for \$14.45.

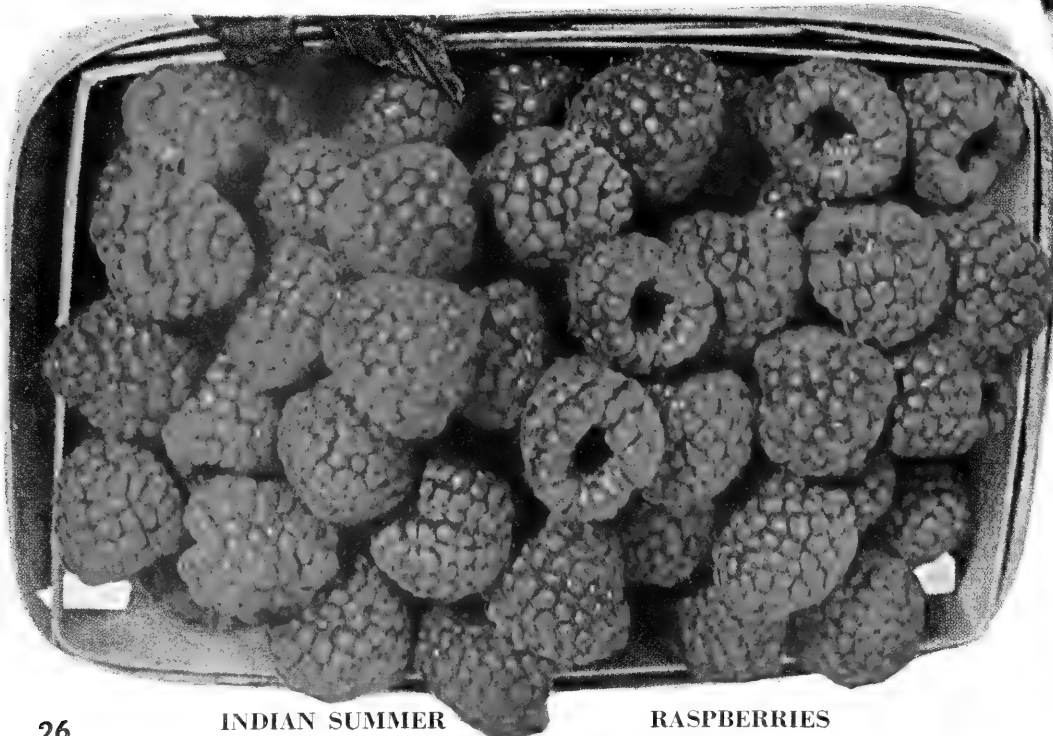
15% discount on orders for 1000 or more.



**BLUEBERRIES**



**CUMBERLAND BLACK RASPBERRIES**



**INDIAN SUMMER**

**RASPBERRIES**

## RASPBERRY, BLACK

↘ **Cumberland.** Large, firm, jet-black berries in midseason.

Hardy, healthy and vigorous.

↘ **Logan.** Early. Berries of good size, glossy black. Rich flavor.

12 for \$1.90; 25 for \$3.10; 50 for \$5.25; 100 for \$9.85.

15% discount on orders for 1000 or more

*Special  
Money Spreader*

3 Blueberries

4 Chipman's Red Rhubarb

25 Paradise Asparagus(1-yr.)

for **\$5.99**



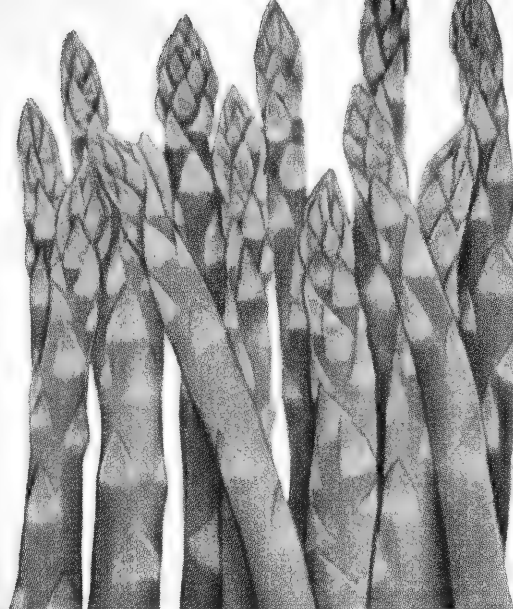
FAMOUS CHIPMAN'S RED RHUBARB

## RHUBARB

**Chipman's Red.** Stalks are red all the way through, of deliciously mild flavor, long and tender. Excellent for freezing. 75c each; 2 for \$1.20; 3 for \$1.65; 4 for \$2.10; 6 for \$3.00; 12 for \$5.65.

**Giant Victoria.** Large, beautiful red stalks produced over a long period. 6 for \$1.50; 12 for \$2.55; 25 for \$4.65; 50 for \$8.85; 75 for \$13.05; 100 for \$17.25.

*Rhubarb and Asparagus Shipped from Three Rivers, Mich.*



MARTHA WASHINGTON ASPARAGUS

## ASPARAGUS

**Martha Washington.** Tender, plump, juicy stalks. Continues to bear for many seasons.

**Paradise.** Extra-large tips produced for many weeks. Very early.

1-yr., 12 for 55c; 25 for 75c; 50 for \$1.20; 100 for \$2.10; 500 for \$9.25; 1000 for \$18.00. 2-yr., 12 for 90c; 25 for \$1.20; 50 for \$1.80; 100 for \$3.00; 500 for \$12.60; 1000 for \$23.95.

# Vegetable Plants

## ONION

Available until  
June 10

**Crystal Wax Bermuda.** Very mild, crisp and sweet. White skin and flesh. Medium size.

**Yellow Bermuda.** Very early. Large, flat Onions with nearly white flesh and straw-colored skin. Mild and sweet.

**White Sweet Spanish.** Crisp and juicy, with white flesh and golden yellow skin. Large and sweet; keeps very well.

**Yellow Sweet Spanish.** Large globe shape with small neck. Deep amber-orange. Good for slicing. An excellent shipper.

100 Onion plants (of one variety)	\$0.69
200 Onion plants	1.10
300 Onion plants	1.39
500 Onion plants	1.89
1000 Onion plants	3.29
2000 Onion plants	5.49
6000 Onion plants (of one variety)	11.25

(Minimum: 100 of a variety)

## CABBAGE

Available until  
June 10

**Early Jersey Wakefield.** Extra early; solid, pointed head. Crisp and tender.

**Early Copenhagen Market.** Round, solid head of medium size. Heavy and fine textured.

**Early Golden Acre.** Perfectly round, firm heads averaging 4 pounds. Very early.

**Early Round Dutch.** Small plant with short stems. Head about 8 inches across.

**Early Flat Dutch.** Large, flat, solid head on short stem. Heat resistant.

**Early Marion Market.** Yellows-resistant. Large, round head. For market and kraut.

**Late Wisconsin All Seasons.** Yellows-resistant. Hardy drum-head type.

50 Cabbage plants (of one variety)	\$0.69
100 Cabbage plants	1.10
200 Cabbage plants	1.69
500 Cabbage plants	2.98
1000 Cabbage plants	4.25
2000 Cabbage plants	7.98

(Minimum: 50 of a variety)

## TOMATO

Available from April 1  
to June 10

**Marglobe Certified.** Standard main-crop variety. Large, solid, deep red, globe shape.

**Rutgers Certified.** Firm, well-flavored flesh of deep scarlet. Few seeds.

**Earliana.** Earliest of all. Medium-sized fruit of flattened globe shape. Deep scarlet.

25 Tomato plants (of one variety)	\$0.74
50 Tomato plants (of one variety)	1.10
100 Tomato plants	1.59
200 Tomato plants	2.19
500 Tomato plants	3.98
1000 Tomato plants	6.98
2000 Tomato plants	11.98

(Minimum: 25 of a variety)

Hybrid Tomato F-2. 25 plants for \$1.49.

## SWEET POTATO

Available from April 1  
to June 10

**Porto Rican.** Deep rich yellow flesh and red skin. Not too dry. Heavy yielder.

**Pride of Texas.** Cream-colored skin and flesh.

50 Sweet Potato slips (of one variety)	\$0.98
100 Sweet Potato slips (of one variety)	1.49
200 Sweet Potato slips	2.59
500 Sweet Potato slips	4.98
1000 Sweet Potato slips	8.49
2000 Sweet Potato slips	16.50

(Minimum: 50 of a variety)

## PEPPER

Available from April 1  
to June 10

**California Wonder.** Thick, blocky, dark green fruit. Very mild and sweet. Ships well.

**Sweet Bell.** Mild flavor. A very heavy cropper.

**Perfection.** A sweet pimento Pepper. Big, mild, dark red.

50 Pepper plants (of one variety)	\$1.19
100 Pepper plants	1.98
200 Pepper plants	2.98
500 Pepper plants	4.98
1000 Pepper plants	7.50

(Minimum: 50 of a variety)

### COLLECTION OF 250 PLANTS

- 100 Onion Plants, Crystal Wax Bermuda
- 100 Onion Plants, Yellow Sweet Spanish
- 50 Cabbage Plants, Early Jersey Wakefield

FOR  
**\$1.65**

### COLLECTION OF 600 PLANTS

- 300 Onion Plants, Yellow Sweet Spanish
- 200 Onion Plants, Crystal Wax Bermuda
- 50 Cabbage Plants, Early Jersey Wakefield
- 50 Cabbage Plants, Early Copenhagen Market

FOR  
**\$2.85**

*Shipped from our Texas Growing Fields*





ROBINSON

# *Kellogg's* STRAWBERRIES

*for Eating • Freezing • Canning • Profit*

## ROBINSON

Extra-large, bright shiny red berries, conical in shape and well colored to the very center. Quality and firmness are very good, making it a fine shipping variety. It bears heavily over a long period, starting only a few days after Premier. A favorite with commercial growers and a great success on the market. Plants are healthy and do well in the North. A wonderful berry for canning.

## CATSKILL

Probably the best sort for freezing. With the use of frozen food lockers becoming so common, it was necessary to find a Strawberry that would freeze well and come out

of the freezer still rich in color and flavor and still of firm shape. Catskill was the berry that filled those requirements. The berries are extra large and the flavor extra fine, mild and sweet. Brilliant red in color, with fresh green cap. Very hardy, doing well in all northern states. Very productive plants, vigorous and healthy.

## FAIRLAND

Firm, big, bright red berries early in the season. Makes plenty of healthy plants. A very productive variety, ranking with Premier and Catskill in this respect. Best adapted to the region where Premier is an important sort. Starts to yield about 4 to 6 days later than Premier. Almost immune to red stele disease.

### COMMERCIAL GROWERS:

For quantities larger than 4000, write for special price list.

### ALL VARIETIES ON THIS PAGE

25 for \$1.45	250 for \$6.75
50 for \$2.20	500 for \$10.50
100 for \$3.55	1000 for \$17.85



## SENATOR DUNLAP

An older variety still grown and liked by many people. A very strong, high-yielding plant. Berries are of medium size, bright rich red, and of good quality. This is one of the best sorts for canning purposes. Sweet, delicious flavor. The hardiness of Senator Dunlap makes it especially adaptable to colder sections. A bisexual sort, best grown in narrow rows.

## FAIRFAX

This name has long been associated primarily with quality and flavor, in which Fairfax excels. Firm, ruby-red berries that turn dark purplish when fully ripe. Fan shaped at first, then normal shape. Sturdy plants bearing a fairly heavy crop. Non-acid, distinctive taste that is a favorite everywhere. Brings high prices on every market. Bisexual plants.

## NECTARENA

Pat. 780. A superb new Strawberry resulting from a cross of Premier and an old sort named Bedarena. The latter lacked some good qualities but it did have wonderful flavor, and that is what Nectarena has inherited from Bedarena. Its other merits are much the same as those of Premier: frost resistance, earliness, long bearing season, size, color and heavy yield. It generally starts to bear just a few days later than Premier. Very easy to grow. Strong, healthy, plentiful foliage; bisexual, so does not require the presence of another variety for cross-pollination.

### ALL VARIETIES ON THIS PAGE

25 for	\$1.45
50 for	\$2.20
100 for	\$3.55
250 for	\$6.75
500 for	\$10.50
1000 for	\$17.85

#### COMMERCIAL GROWERS:

For quantities larger than  
4000, write for special  
price list.

*We pay all shipping  
costs, except to Canada.  
All Canadian customers  
will pay their shipping  
costs and duty.*

## SPARKLE

Sparkling, glossy red berries of good shape and medium size. Very vigorous, productive plants. Quality is excellent, though not quite so good as Fairfax. A heavy bearer late in the season. Almost immune to red stele disease that sometimes develops on wet land. Does best in the North.

## TEMPLE

Another variety resistant to red stele disease. Large, firm, bright red berries with good sweet taste. An exceptionally strong plant that is a cross between Aberdeen and Fairfax. Has fine quality and good size. The color is lighter than Fairfax and the berry somewhat softer. Early and a good shipper.

### *Our Guarantee*

All Kellogg nursery stock, plants, bulbs, shrubs, fruits and trees listed in this catalog are guaranteed to bloom or fruit satisfactorily when properly planted and cared for and not damaged by extreme weather, rodents, etc. If you are convinced in your own mind that plants were properly cared for—and were not damaged by destructive conditions—notify us and replacement of unsatisfactory stock will be made at absolutely no cost to you. This guarantee is good until August 1, 1953. In all cases replacement will be made during our regular shipping seasons.

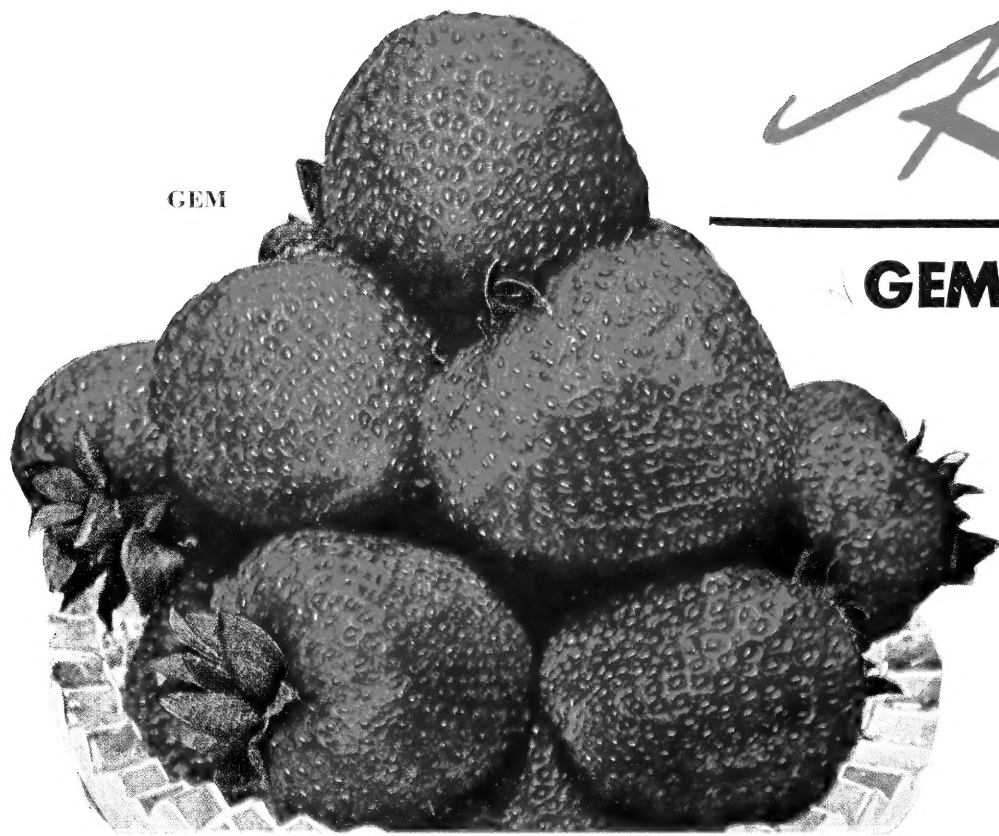
R. M. KELLOGG CO.  
Glen J. Davis, *President*

## CATSKILL



*Kellogg's*

GEM



**GEM**

This is the standard everbearer, which has grown and yielded good returns for a number of years. The healthy, vigorous, productive plants are not so large as some, but if given a good early start will often make so many plants that thinning is necessary. The berries are large in size, of light red color. Delicious flavor. A moneymaker that has stood the test of time.

## MINNESOTA 1166

This is an everbearer that does especially well in the North. It has excellent flavor, and in productiveness is the equal of any other everbearer. Produces plenty of runners and is vigorous and healthy. Firm, dark, nice-looking berries of good quality, which do not spoil in the hottest weather. Ships well, too. Its hardiness and fruitfulness under adverse conditions are really remarkable.

### ALL EVERBEARING STRAWBERRIES ON THIS PAGE

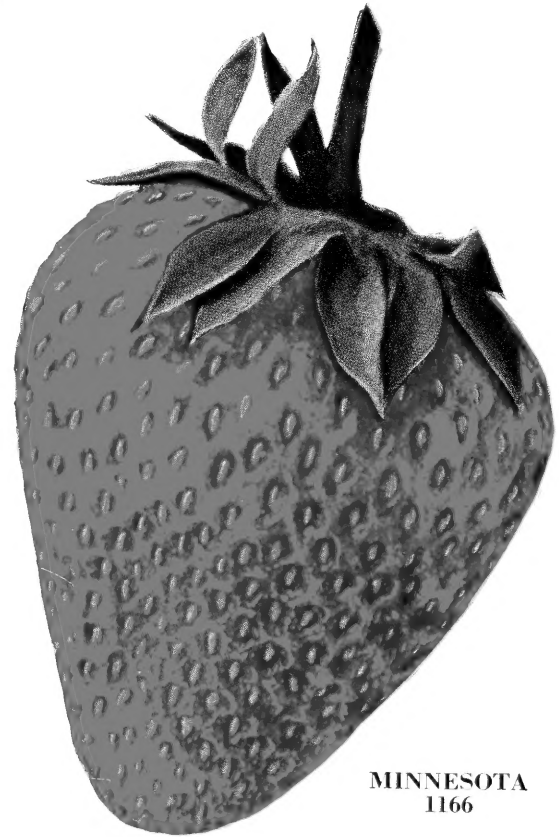
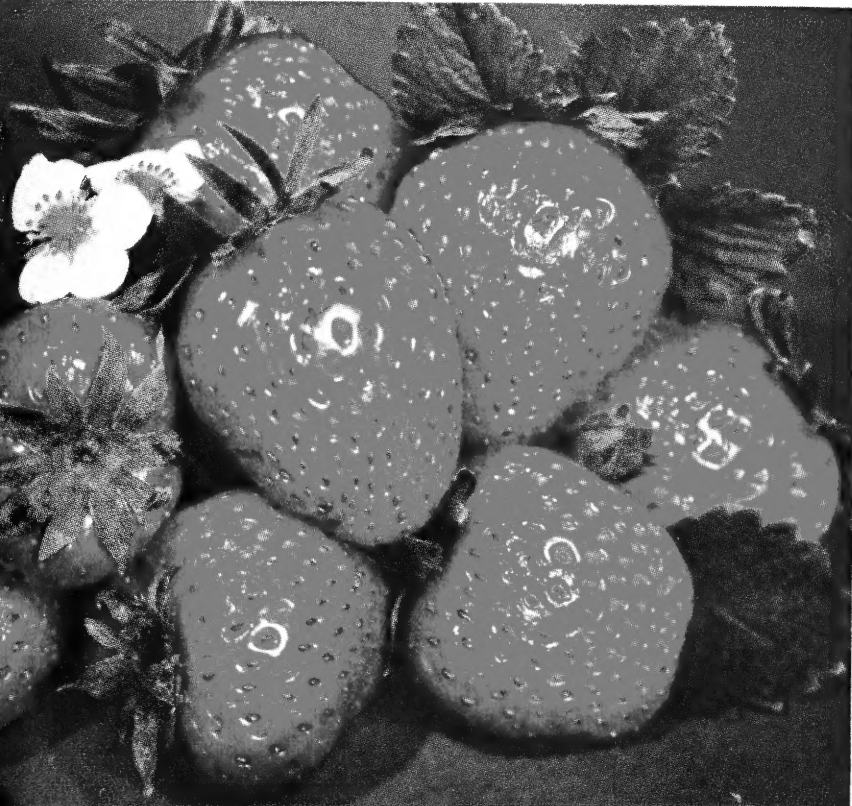
25 for \$2.10

50 for \$3.15

100 for \$5.25

500 for \$19.90

STREAMLINER



MINNESOTA  
1166

## STREAMLINER

Gives big, profitable crops in six months or less after planting. The large, attractive berries are borne in spring as well as in the fall; by September it fruits so heavily that it is sure to be a profit-maker. The berries are uniformly large, well shaped and well colored to the center, with no green tips and never hollow. Very hardy and prolific. Has little preference as to soil and does well on either clay or sandy loam.



# EVERBEARING STRAWBERRIES

## 20th CENTURY

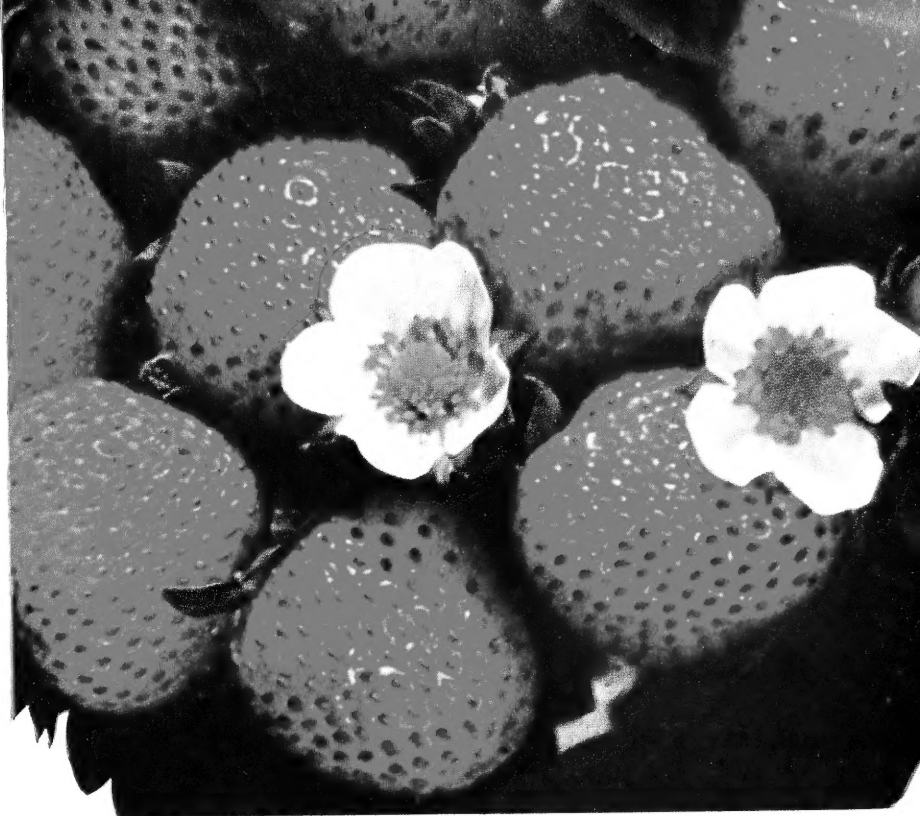
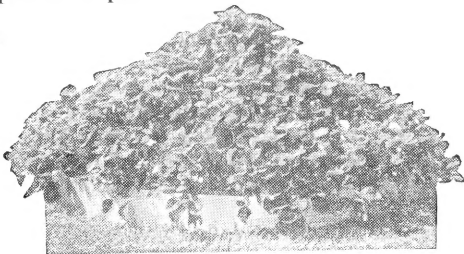
An outstanding everbearer highly recommended by University Experiment Stations the country over. Second only to Red Rich, it is superior in size, quality and vigor of plant to other everbearers. It makes a vigorous growth of good-sized plants with exceptionally heavy producing ability. Bright red berries of fine texture and delightful taste. Bears fruit in 60 days and up to freezing weather. By all means, try this fine everbearer.

25 for \$4.25      100 for \$10.00  
50 for \$7.00      250 for \$22.50

## PYRAMID GARDEN BED

In one-third the space required by conventional garden methods you can enjoy a large yield of everbearing Strawberries. Practical and good-looking Pyramid Garden Beds are the answer. The bottom aluminum ring is 6 feet in diameter (each band is 5 inches wide). Fill with rich soil, allow it to settle well and set it with Strawberry plants. One Pyramid Garden Bed requires 50 plants.

\$9.95 each



20TH CENTURY

*Everbearing  
Special!*

100 Everbearing Strawberry plants selected from opposite page. Some of each, but distribution of quantities depends on supplies. Value \$5.25 or more.

**Special Price \$4.97**

## New RED RICH EVERBEARER

Pat. 993. Redder, sweeter, hardier, healthier and more productive than any other everbearing Strawberry. This has been a sensational success and has been called the greatest development in fifty years. It was produced after fifteen years of cross-breeding with Fairfax and Wayzata—one famous for flavor and the other for its everbearing qualities. The deep red color runs through the whole berry. It freezes well and thaws without loss of firmness, flavor or natural sugars. It keeps and ships well, too. Try a Pyramid Garden Bed filled with 50 plants of Red Rich, and you will have a real treat.

25 for \$5.25; 50 for \$9.25



# Kellogg's PREMIER

## *The Leader of Them All!*

Over the years a number of Strawberry varieties have been put on the market, but all in all Premier has never been eclipsed. It always produces heavy crops, and there is always a good demand for it. We were the original introducers of this berry, and we are mighty proud of that fact.

**ORDER EARLY—We cannot promise not to run short before the season is over!**

Kellogg's Premier has so many good qualities that it just could not help being a winner on every market. First, it is *early*, and that means high profits for the commercial grower. For the home gardener, it means extra satisfaction for the whole family. And it is extra large, with beautiful red color that goes all the way through. It bears well-shaped berries over a long season, and is so attractive that everyone wants it. The sturdy, frost-resistant plants are easy to grow and very seldom show any signs of disease. The flavor is very delicious. Solid enough to ship well, and tops for preserving. What more could anyone want in a Strawberry? Oh yes, it is very productive, too; one plant often bears a quart of berries.

25 for \$1.45  
50 for \$2.20  
100 for \$3.55

250 for \$6.75  
500 for \$10.50  
1000 for \$17.85

**COMMERCIAL GROWERS:**  
For quantities larger than  
4000, write for special  
price list.



**R. M. KELLOGG COMPANY**  
*Three Rivers, Michigan*